The famous C.B.S. RADIO Laff-Riot!
my Friend Irma
MAR.
No. 16
10¢
K
ATLAS
WATCH YER STEP, LADY! STATISTICS PROVE THAT A GUY GETS HIT BY A CAR EVERY TWO MINUTES!
GEE, THE POOR FELLA!
NOW ON SALE EVERY MONTH!
DAN DE CARLO

Reducing Specialist Says:

LOSE WEIGHT Where It Shows Most REDUCE MOST ANY PART OF THE BODY WITH

UNDERWRITERS LABORATORY APPROVED

Spot Reducer

Relaxing · Soothing Penetrating Massage

PLUG IN
GRASP HANDLE AND APPLY

FOR GREATEST BENEFIT IN REDUCING by massage use spot REDUCER with or without electricity—Also used as an aid in the relief of pains for which massage is indicated.

TAKE OFF EXCESS WEIGHT!

Don't Stay FAT—You Can LOSE POUNDS and INCHES SAFELY Without Risking HEALTH

MAIL THIS 10 DAY FREE TRIAL COUPON NOW!

Take pounds off—keep slim and trim with Spot Reducer! Remarkable new invention which uses one of the most effective reducing methods employed by masseurs and turkish baths—MASSAGE!

LIKE a magic wand, the "Spot Reducer" obeys your every wish. Most any part of your body where it is loose and flabby, wherever you have extra weight and inches, the "Spot Reducer" can aid you in acquiring a youthful, slender and graceful figure. The beauty of this scientifically designed Reducer is that the method is so simple and easy, the results quick, sure and harmless. No exercises or strict diets. No steambaths, drugs or laxatives.

With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, buttocks, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation carries away waste fat—helps you regain and keep a firmer and more GRACEFUL FIGURE!

YOUR OWN PRIVATE MASSEUR AT HOME

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim—but also aids in the relief of those types of aches and pains—and tired nerves that can be helped by massage! The Spot Reducer is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts. Underwriters Laboratory approved.

TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

Mail this coupon with only $1 for your Spot Reducer on approval. Pay postman $8.95 plus delivery—or send $9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose—except ugly, embarrassing, undesirable pounds of FAT. MAIL COUPON now!

ALSO USE IT FOR ACHES AND PAINS

CAN'T SLEEP:

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.

MUSCULAR ACHES:

A handy helper for transient relief of discomforts that can be aided by gentle, relaxing massage.

LOSE WEIGHT OR NO CHARGE

USED BY EXPERTS

Thousands have lost weight this way — in hips, abdomen, legs, arms, necks, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room.

ORDER IT TODAY!

SENT ON APPROVAL—MAIL COUPON NOW!

SPOT REDUCER CO., Dept. E 734
318 Market St., Newark, New Jersey

Please send me the Spot Reducer for 10 days trial period. I enclose $1. Upon arrival I will pay postman only $8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

Name _____

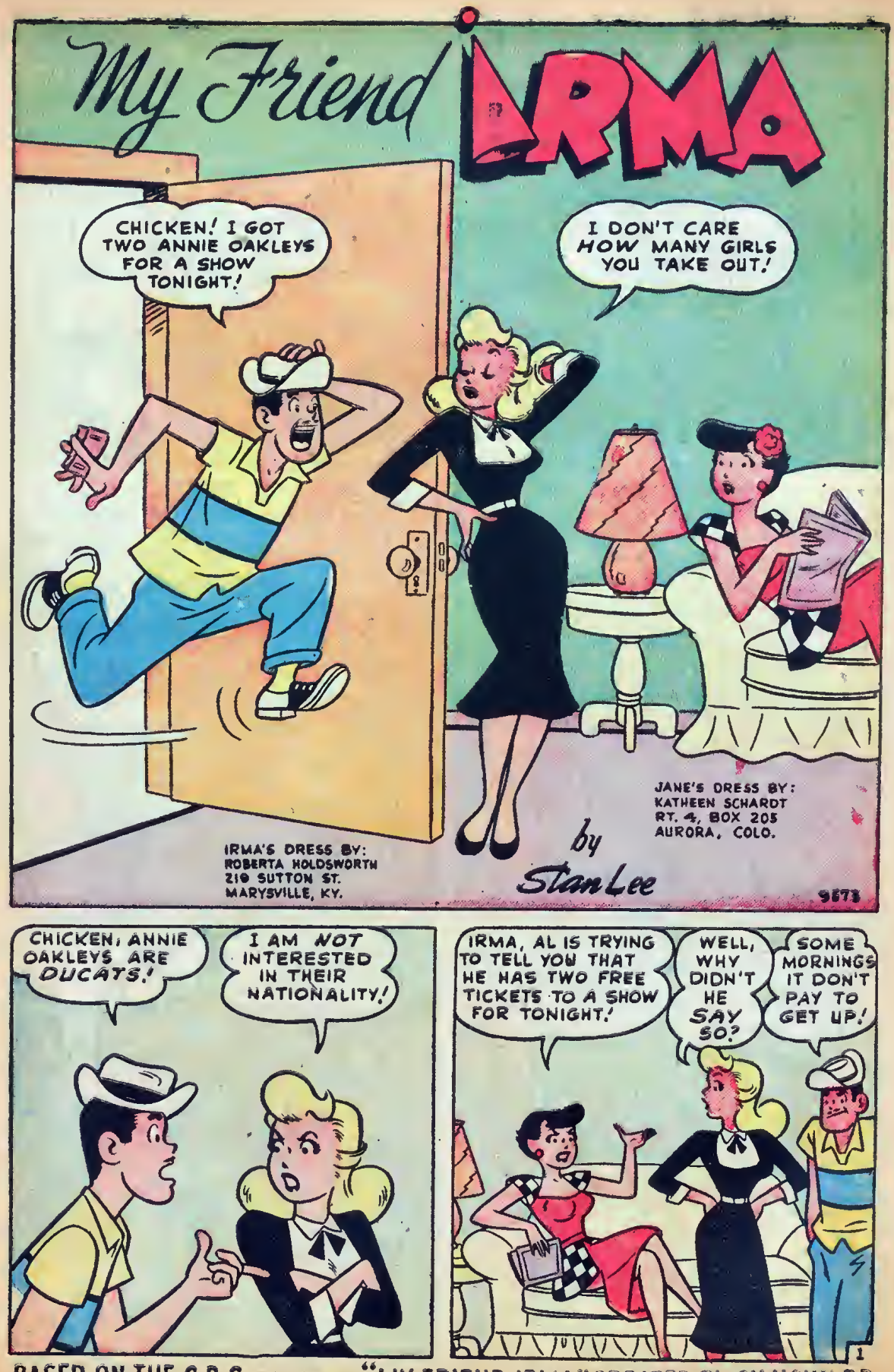
Address _____

City _____ State _____

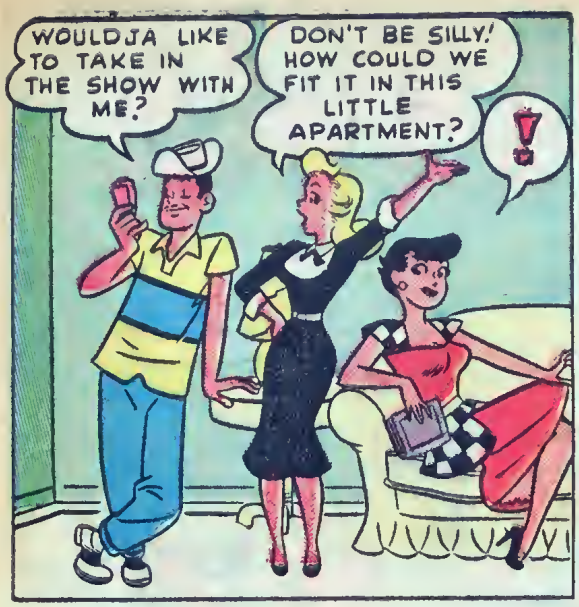
☐ SAVE POSTAGE—check here if you enclose $9.95 with coupon. We pay all postage and handling charges. Same money back guarantee applies.

LOSE WEIGHT OR NO CHARGE

MY FRIEND IRMA is published monthly by BROADCAST FEATURES PUBLICATIONS, INC. Office of Publication: 350 5th Avenue, New York, N. Y. Copyright 1951 by COLUMBIA BROADCASTING SYSTEM, INC. 485 Madison Avenue, New York, 17, N. Y. Vol. I No. 16 MARCH 1952 issue. Price 10c per copy. No similarity between any of the names, characters, persons, and/or institutions appearing in this magazine with those of any living or dead person or institution is intended, and any such similarity which may exist is purely coincidental. Printed in the U. S. A.

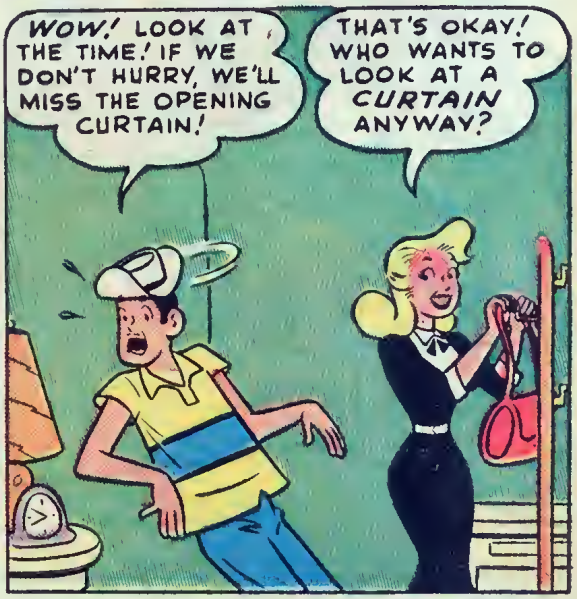

My Friend IRMA
CHICKEN! I GOT TWO ANNIE OAKLEYS FOR A SHOW TONIGHT!
I DON'T CARE HOW MANY GIRLS YOU TAKE OUT!
IRMA'S DRESS BY: ROBERTA HOLDSWORTH 210 SUTTON ST. MARYSVILLE, KY.
JANE'S DRESS BY: KATHEEN SCHARDT RT. 4, BOX 205 AURORA, COLO.
by Stan Lee
9573
CHICKEN; ANNIE OAKLEYS ARE DUCATS!
I AM NOT INTERESTED IN THEIR NATIONALITY!
IRMA, AL IS TRYING TO TELL YOU THAT HE HAS TWO FREE TICKETS TO A SHOW FOR TONIGHT!
WELL, WHY DIDN'T HE SAY SO?
SOME MORNINGS IT DON'T PAY TO GET UP!
1

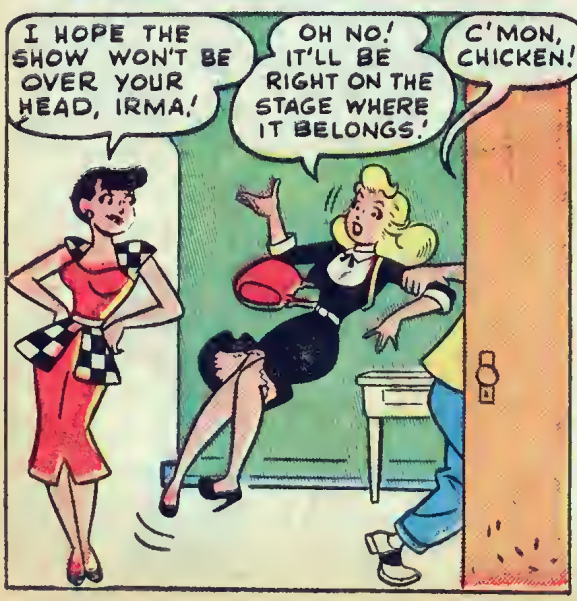
BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD

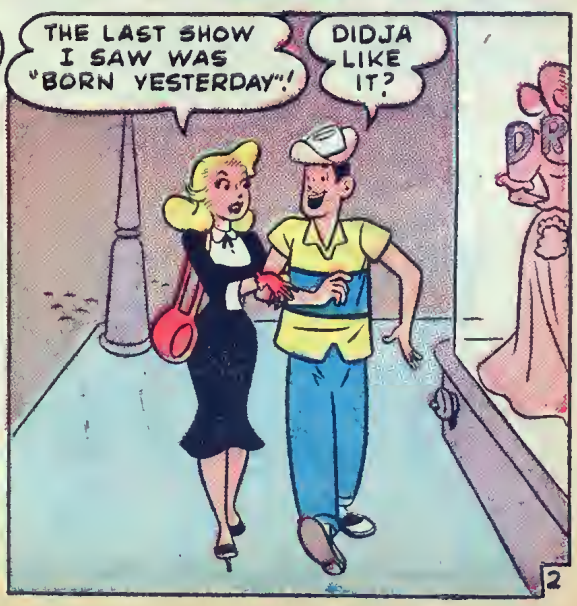

WOULDJA LIKE TO TAKE IN THE SHOW WITH ME?
DON'T BE SILLY! HOW COULD WE FIT IT IN THIS LITTLE APARTMENT?
!

CHICKEN, MAYBE I BETTER EXPLAIN THE WHOLE THING IN DETAIL...
WHY DON'TCHA DO IT RIGHT HERE?

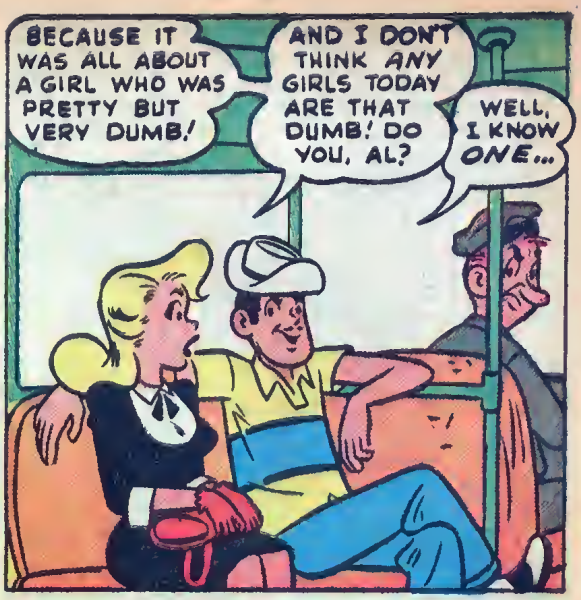
I'LL TRY A DIFFERENT APPROACH...
HOW WOULDJA LIKE TO SEE "CALL ME MADAM"?
MADAM WHAT?
TRY AGAIN, AL!

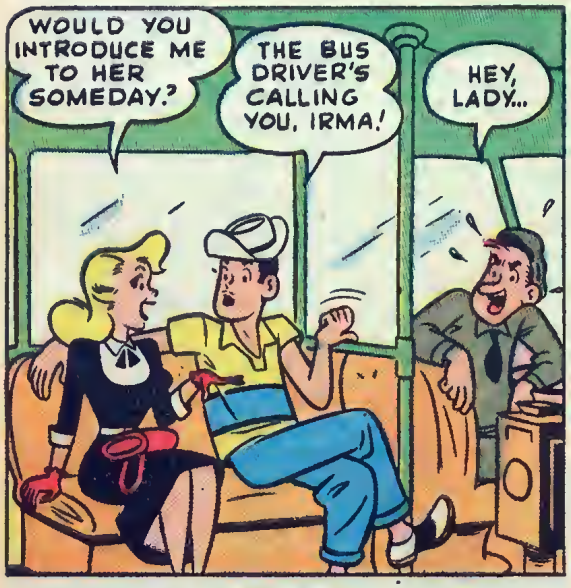

WOW! LOOK AT THE TIME! IF WE DON'T HURRY, WE'LL MISS THE OPENING CURTAIN!
THAT'S OKAY! WHO WANTS TO LOOK AT A CURTAIN ANYWAY?

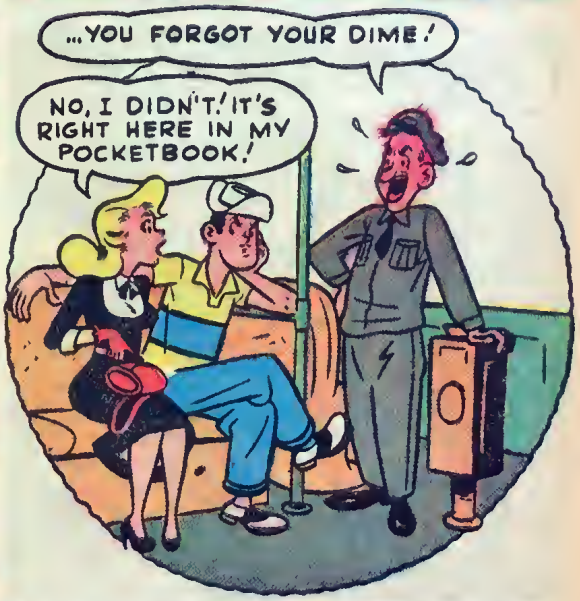

I HOPE THE SHOW WON'T BE OVER YOUR HEAD, IRMA!
OH NO! IT'LL BE RIGHT ON THE STAGE WHERE IT BELONGS!
C'MON, CHICKEN!

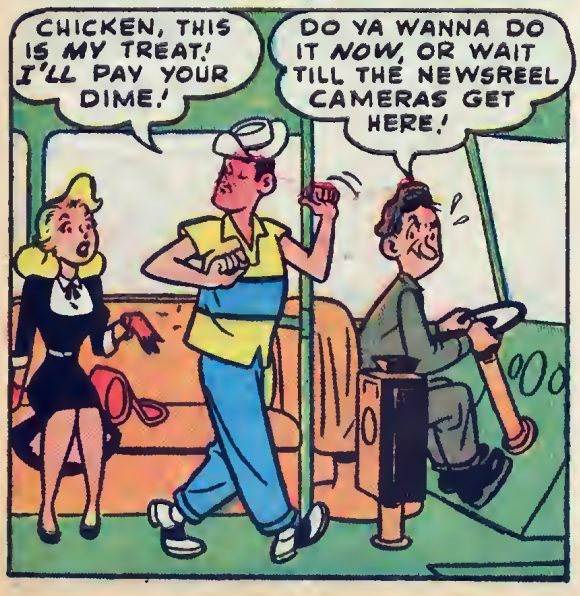

THE LAST SHOW I SAW WAS "BORN YESTERDAY"!
DIDJA LIKE IT?
2

NO, IT WAS TOO SILLY!
WHY, CHICKEN?
BUS


BECAUSE IT WAS ALL ABOUT A GIRL WHO WAS PRETTY BUT VERY DUMB!
AND I DON'T THINK ANY GIRLS TODAY ARE THAT DUMB! DO YOU, AL?
WELL, I KNOW ONE...


WOULD YOU INTRODUCE ME TO HER SOMEDAY?
THE BUS DRIVER'S CALLING YOU, IRMA!
HEY, LADY...


...YOU FORGOT YOUR DIME!
NO, I DIDN'T! IT'S RIGHT HERE IN MY POCKETBOOK!

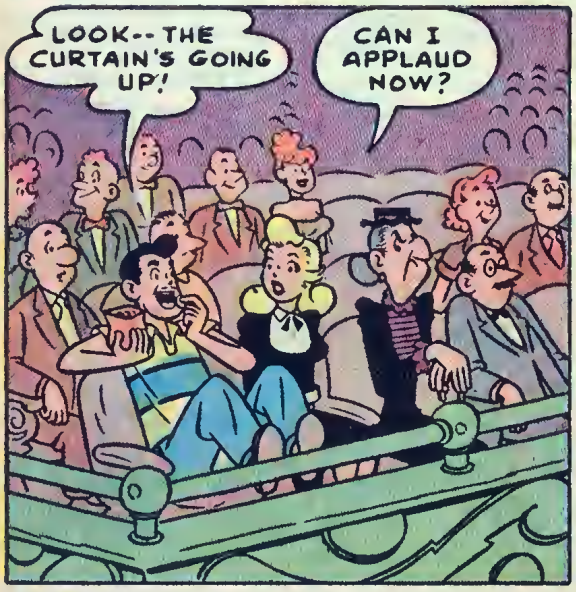

CHICKEN, THIS IS MY TREAT! I'LL PAY YOUR DIME!
DO YA WANNA DO IT NOW, OR WAIT TILL THE NEWSREEL CAMERAS GET HERE!

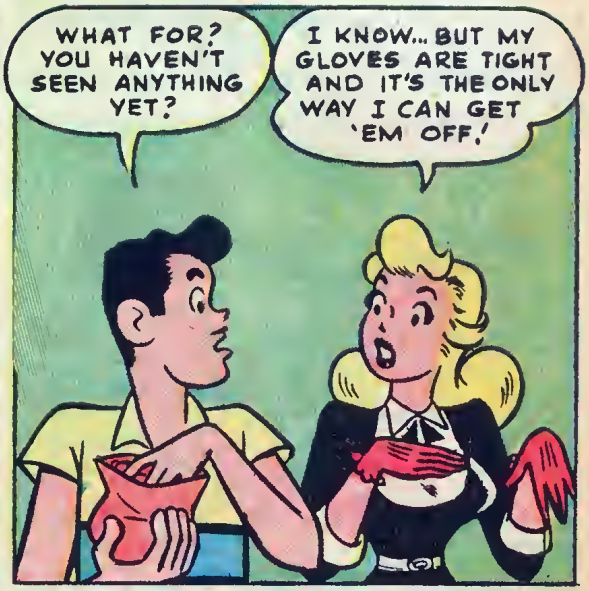
WHO WRITES YOUR WISE-CRACKS... BORIS KARLOFF?
AL, THIS IS WHERE WE GET OFF!
MAYBE YOU'D LIKE WE SHOULD ERECT A MONUMENT ON THIS CORNER?
311-NR
3

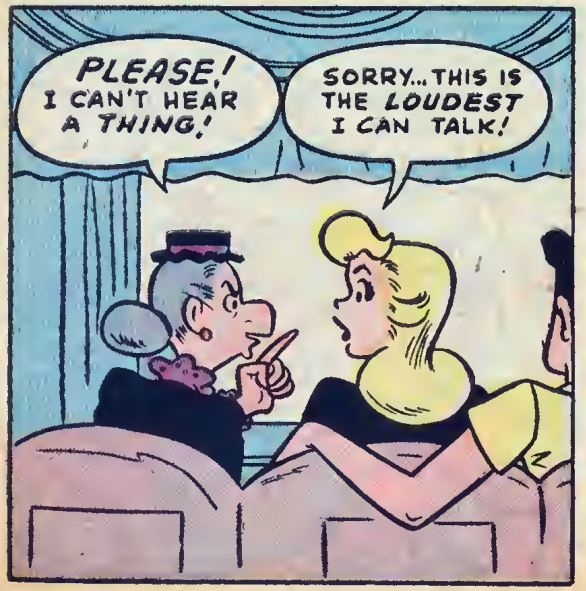
NO, DON'T BOTHER! IT MIGHT CAUSE A TRAFFIC JAM!
I HADN'T THOUGHT OF THAT!
C'MON, CHICKEN!
WHAT KIND OF A SHOW ARE WE GONNA SEE, AL?
IT'S A MUSICAL COMEDY!
NOW
GOOD! I LOVE TO CRY AT A SHOW!
!
Now Showing
TICKETS, PLEASE?
NO, THANKS! WE ALREADY BOUGHT TWO!
HERE!
THESE ARE LOGE TICKETS!
I THOUGHT THEY WERE YOURS, AL!
C'MON, CHICKEN... WE'LL GO TO THE MEZZANINE!
WHAT'S WRONG WITH THIS THEATRE?
?

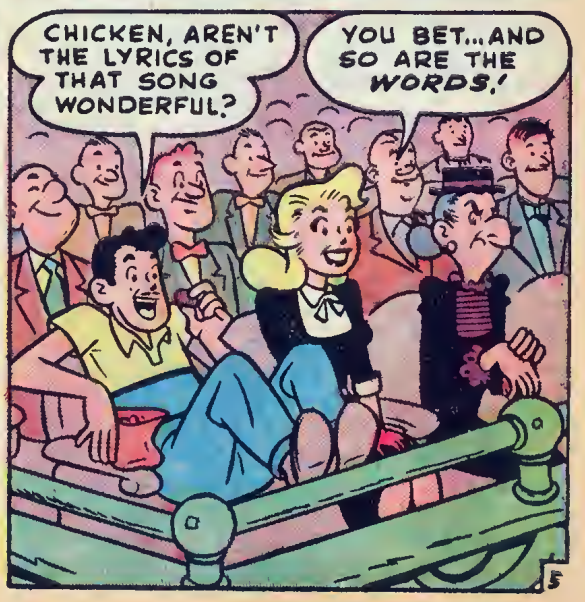
CHECK YOUR HAT, SIR?
OKAY!
BUT AL, YOU KNOW I LIKE YOUR HATS PLAIN!

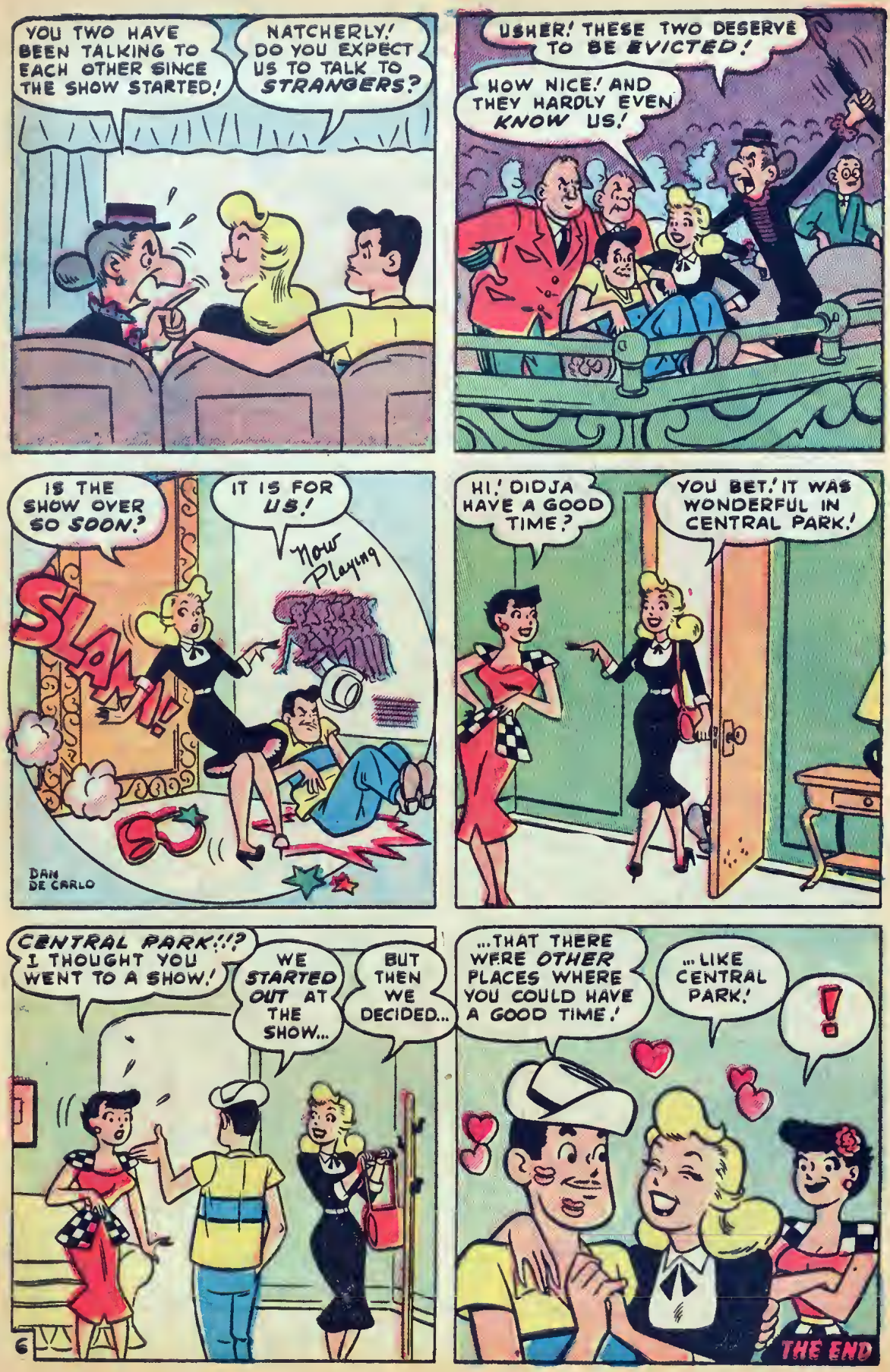
CHICKEN, IN ORDER FOR ME TO ENJOY THE SHOW, WOULD YOU PROMISE TO OBSERVE SILENCE!
OKAY... WHERE'S HE SITTING?


LOOK-- THE CURTAIN'S GOING UP!
CAN I APPLAUD NOW?


WHAT FOR? YOU HAVEN'T SEEN ANYTHING YET?
I KNOW... BUT MY GLOVES ARE TIGHT AND IT'S THE ONLY WAY I CAN GET 'EM OFF!


PLEASE! I CAN'T HEAR A THING!
SORRY... THIS IS THE LOUDEST I CAN TALK!


CHICKEN, AREN'T THE LYRICS OF THAT SONG WONDERFUL?
YOU BET... AND SO ARE THE WORDS!


YOU TWO HAVE BEEN TALKING TO EACH OTHER SINCE THE SHOW STARTED!
NATCHERLY! DO YOU EXPECT US TO TALK TO STRANGERS?
USHER! THESE TWO DESERVE TO BE EVICTED!
HOW NICE! AND THEY HARDLY EVEN KNOW US!
IS THE SHOW OVER SO SOON?
IT IS FOR US!
Now Playing
SLAM!
DAN DE CARLO
HI! DIDJA HAVE A GOOD TIME?
YOU BET! IT WAS WONDERFUL IN CENTRAL PARK!
CENTRAL PARK!!? I THOUGHT YOU WENT TO A SHOW!
WE STARTED OUT AT THE SHOW...
BUT THEN WE DECIDED...
...THAT THERE WERE OTHER PLACES WHERE YOU COULD HAVE A GOOD TIME!
...LIKE CENTRAL PARK!
!
THE END

Meet The Man...

Who Can Tell You How To Lick

PIMPLES

ACNE AND ALL OTHER EXTERNALLY CAUSED SKIN BLEMISHES And Make Them

DISAPPEAR FROM SIGHT... *instantly!*

Here is Mr. John A. Rubine, Ph.G. — a well-known pharmacist who has spent almost 20 years trying to solve one of the most vexing problems of youth — and adults too — unsightly, acne pimples, blackheads and similar externally caused skin conditions.

They are indeed a serious problem, for nothing can do more to ruin your chances of success and popularity than a face made ugly with pimples and blackheads. And, if neglected, acne pimples may leave permanent scars and pits.

Mr. Rubine, after much experimenting and research in cooperation with doctors and chemists, found what he was seeking — a formula that would lick acne pimples and other externally caused skin blemishes. He succeeded beyond his fondest expectations and he was so proud of his treatment that he gave it his own name — **RUBIN-EX.**

HE BLESSES RUBIN-EX! No one can realize the humiliation — almost disgrace — of a face marred by pimples and blackheads. I had them so bad that I felt no one wanted to look at me. Today my pimples are gone — and I bless Rubin-Ex — that did it.— Mr. Bob T.R., Long Island.

LUCKY DAY FOR HER! For years I was embarrassed and ashamed of my pimply face and blotchey complexion. It was a lucky day for me when I was told about Rubin-Ex. My pimples disappeared from sight instantly and my complexion improved 100%.—Miss Jane G.L., Bronx.

DOUBLE ACTION! DOUBLE QUICK RESULTS!

The sensational Rubin-Ex treatment works two ways:
A. Makes acne pimples and all other skin blemishes INSTANTLY DISAPPEAR FROM SIGHT.
B. Its medication cleans up pimples, blackheads.
When thousands of tiny oil glands discharge more oil than your skin can absorb, the excess oil picks up and holds tiny particles of dust, dirt, grime, grit, bacteria. This foreign matter soon clogs up and enlarges your pores, form blackheads, cause infection and soon you have a fine crop of ugly, red acne pimples.
Rubin-Ex FORMULA #1 is a special cleaning agent that really gets down in the skin pores and thoroughly cleans them out as no soap can. It also removes excess oil thus correcting excessive oiliness in your skin, one of the principal causes of pimples and blackheads.

Rubin-Ex FORMULA #2 is great news. When applied to your face it makes pimples and other unsightly blemishes disappear from sight instantly.
And while it is hiding your ugly blemishes from critical eyes, its medication is actually at work to clean them up. It contains an ingredient that relieves the fiery itching, another to soothe and heal the irritation, and still another which gently and harmlessly flakes off the dead, hard outer skin, leaving your face and complexion much smoother and clearer. You can use Rubin-Ex day and night, for it is neutral when applied and does not interfere with make-up. Makes an excellent powder base.

MR. JOHN A. RUBINE PHG.
SKINTEX CORP.
69-47 218 St., Dept. MC1 • Bayside, L. I., N. Y.

HOW YOU MAY TRY RUBIN-EX AT OUR RISK

Mr. Rubine is so sure that his treatment will improve your skin and complexion in just 10 days that he is making this No Risk Offer. He says, "Use Rubin-Ex for 10 days. If you do not notice a marked improvement in your skin and complexion, if you are not entirely pleased and happy with results, your money will be refunded at once." So start now for a clearer, lovelier skin and complexion, the magic way to popularity and success. Order Rubin-Ex today. MAIL COUPON NOW.

MR. JOHN A. RUBINE PHG.
SKINTEX CORP., 69-47 218 St., Dept MC1 Bayside, L. I., N. Y.

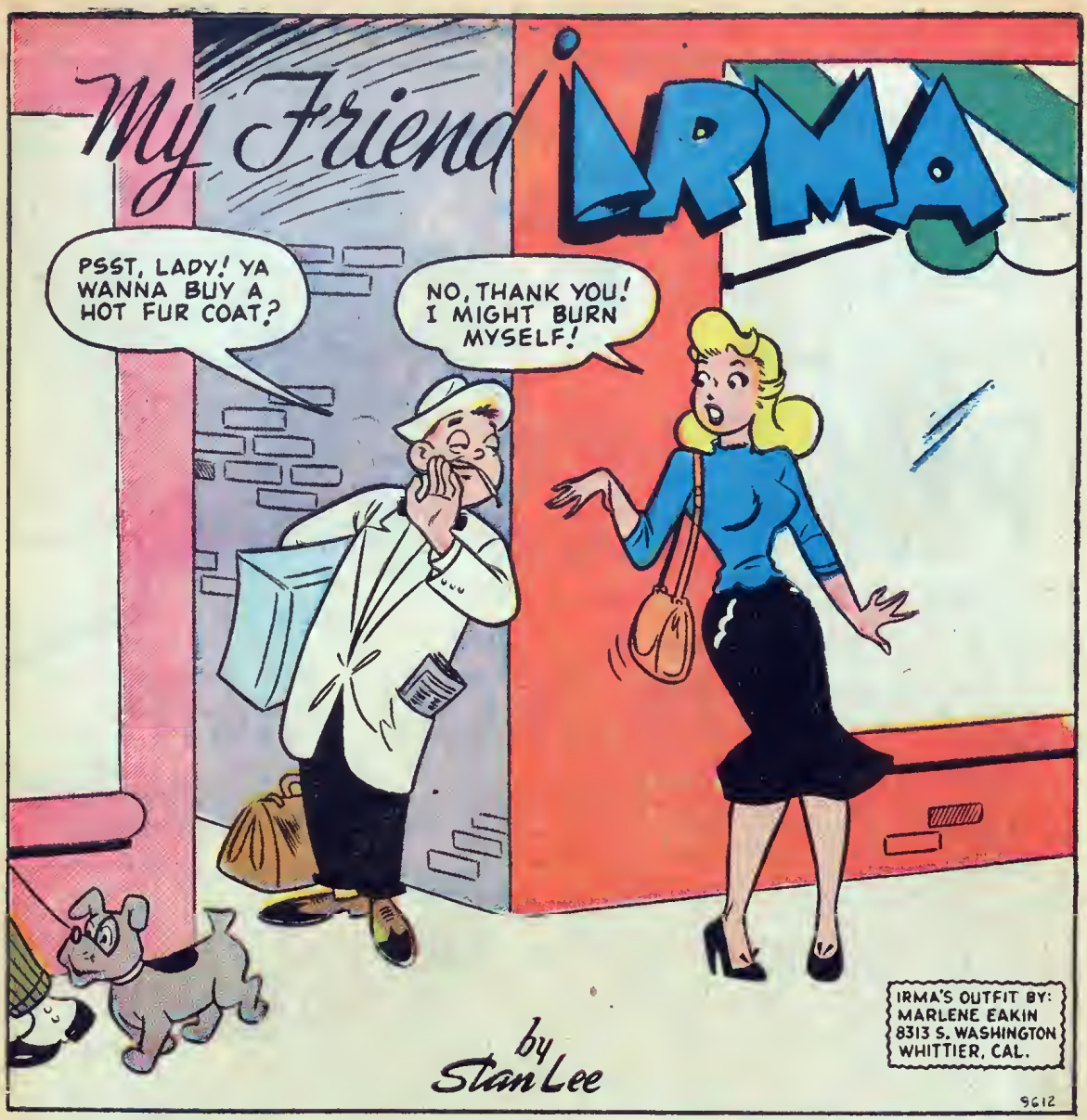
Dear Mr. Rubine: Please rush me in plain wrapper complete Rubin-Ex treatment. (Formula #1 and #2). It is understood that if I am not completely satisfied with the improvement in my complexion in just 10 days you will return my money. ☐ Find enclosed $2. Cash, Check or Money Order. You are to pay all postal charges.

Name_____ CHECK ☐ MALE ☐ FEMALE

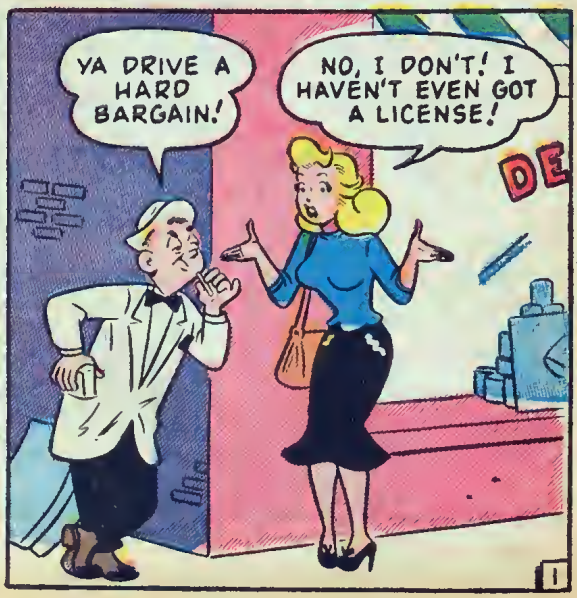
Address_____ CHECK COMPLEXION ☐ FAIR ☐ DARK

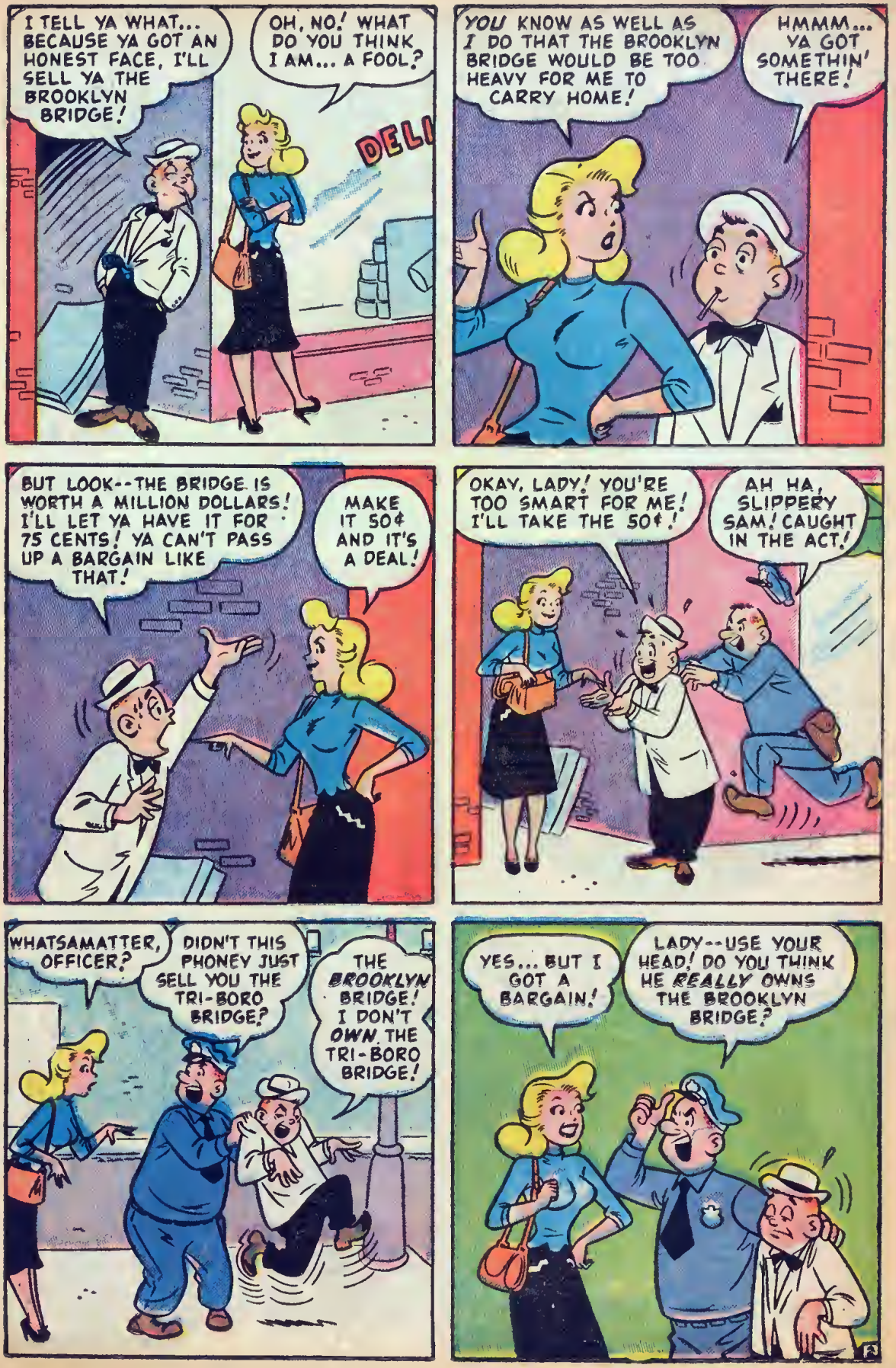
City_____ Zone____ State____

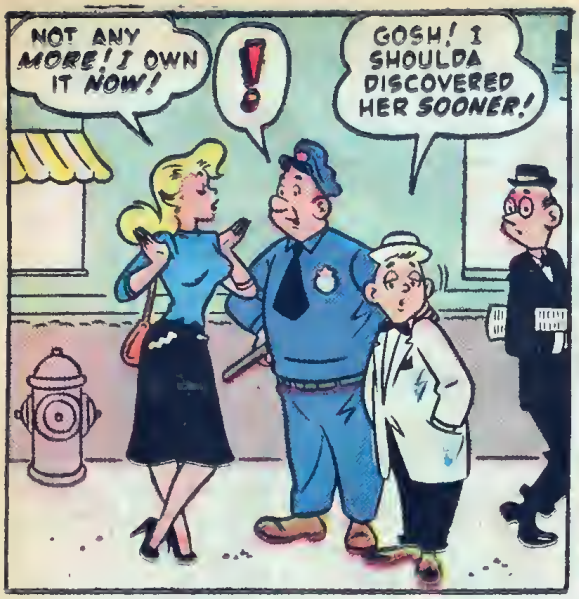
A.P.O.—F.P.O. Canada or Foreign Countries—Add 50c—No C.O.D.


My Friend IRMA
PSST, LADY! YA WANNA BUY A HOT FUR COAT?
NO, THANK YOU! I MIGHT BURN MYSELF!
by Stan Lee
IRMA'S OUTFIT BY: MARLENE EAKIN 8313 S. WASHINGTON WHITTIER, CAL.
9612

HOW ABOUT A NICE GOLD BRICK?
YA CAN HAVE IT FOR A SONG!
ISN'T THAT A SHAME? I DON'T HAVE A SINGLE SONG WITH ME!


YA DRIVE A HARD BARGAIN!
NO, I DON'T! I HAVEN'T EVEN GOT A LICENSE!
1


I TELL YA WHAT... BECAUSE YA GOT AN HONEST FACE, I'LL SELL YA THE BROOKLYN BRIDGE!
OH, NO! WHAT DO YOU THINK I AM... A FOOL?
DELI
YOU KNOW AS WELL AS I DO THAT THE BROOKLYN BRIDGE WOULD BE TOO HEAVY FOR ME TO CARRY HOME!
HMMM... YA GOT SOMETHIN' THERE!
BUT LOOK--THE BRIDGE IS WORTH A MILLION DOLLARS! I'LL LET YA HAVE IT FOR 75 CENTS! YA CAN'T PASS UP A BARGAIN LIKE THAT!
MAKE IT 50¢ AND IT'S A DEAL!
OKAY, LADY! YOU'RE TOO SMART FOR ME! I'LL TAKE THE 50¢!
AH HA, SLIPPERY SAM! CAUGHT IN THE ACT!
WHATSAMATTER, OFFICER?
DIDN'T THIS PHONEY JUST SELL YOU THE TRI-BORO BRIDGE?
THE BROOKLYN BRIDGE! I DON'T OWN THE TRI-BORO BRIDGE!
YES... BUT I GOT A BARGAIN!
LADY--USE YOUR HEAD! DO YOU THINK HE REALLY OWNS THE BROOKLYN BRIDGE?

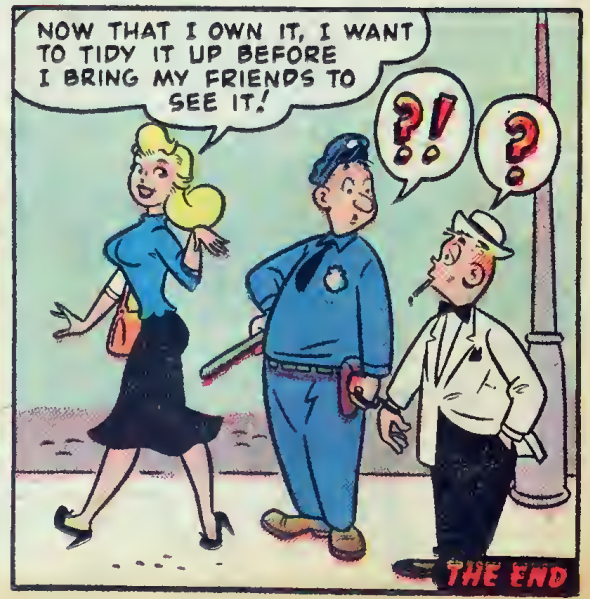

NOT ANY MORE! I OWN IT NOW!
!
GOSH! I SHOULDA DISCOVERED HER SOONER!

LOOK-- HE'S JUST A CON-MAN! A GYP-ARTIST!
OH, DO YOU PAINT, TOO?

HE PLAYED YOU FOR A SUCKER-- HE TOOK YOU FOR A RIDE-- HE CONNED YOU!
REALLY?
DAN DE CARLO

HE'S STRICTLY A FAKE! YOU'VE BEEN EMBEZZLED! NOW DO YOU UNDERSTAND?
OH YES, PERFECTLY!

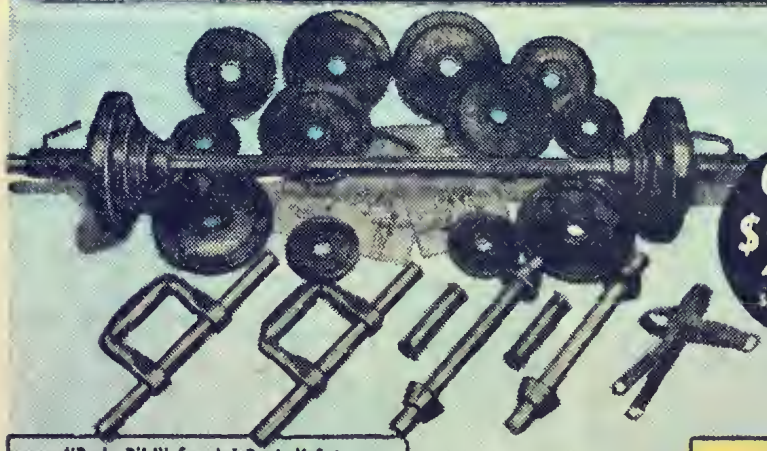
WELL THEN-- WHERE ARE YOU GOING?
TO THE BROOKLYN BRIDGE!
31


NOW THAT I OWN IT, I WANT TO TIDY IT UP BEFORE I BRING MY FRIENDS TO SEE IT!
?!
?
THE END

THE PROVED WAY TO BUILD MUSCLES OF STEEL!

Barbell training — that's the answer! No other type of exercise can build your muscles bigger or faster than the correct use of barbells. Thousands and thousands of young men all over the country are finding that barbell exercise gives them magnificent physiques in a few short weeks. You, too, can be powerful, can build muscles of steel, Try the PROVED way to gain massive strength and a dynamic body . . . order your "BODY-BILD" Barbells now—the equipment used by many champions!

"BODY-BILD" SPECIAL 41-PC. BARBELL SET



ONLY $23.95
Special 115-lb. Barbell Set

GIVEN! Picture Book of Instructions

This wonderful, picture book of instructions guides you every step of the way. The pictures show you—the instructions tell you—what to do and how to do it. Want muscles and a gain in weight? The answer is in the Instruction Book. Want to reduce, yet build bulging muscles? Just follow the book's instructions. This Picture Book of progressive exercises is given with every order.

"Body-Bild" Special Barbell Set Makes Many Combinations:

BARBELL SET
For power, muscular husk. You get "BODY-BILD" highest quality construction.

DUMBELL SET
To add inches of muscle to your body. "BODY-BILD" means balanced equipment

SWING BELL OUTFIT
For upper torso development. Gain vigor and supermanly form.

LIFTING SET
By easy stages you reach the point of heavy lifting.

HEADSTRAP OUTFIT
Strengthens the most scrawny neck.

KETTLEBELL SET
For massive shoulders and chest.

"BODY-BILD" Barbells and Dumbells are the best made equipment money can buy, at prices that are lower than inferior brands. Wait 'til you see the "BODY-BILD" set you order. You will be overjoyed at the precision finish, the handsome gleaming appearance of each piece. "BODY-BILD" equipment is made to last a lifetime! Caution: due to material supply conditions, prices quoted in this ad are subject to change without notice. Also, curtailment of metal will cut down on our production of sets. So, order now while prices are low and sets are available.

SPECIAL OFFER 41-PC. 115-Lb. BARBELL SET

(shown above) Consists of

1 — 4 ft. steel bar	2 — 14" steel bars
6 — Small collars	2 — 7" steel bars
2 — Long collars	2 — Kettlebells
2 — 10 lb. plates	2 — 7" steel bars
4 — 5 lb. plates	2 — 5" steel bars
6 — 2½ lb. plates	1 — Headstrap
8 — 1¼ lb. plates	1 — Wristroller

All Prices F.O.B. Foundry Mansfield, Pa.

Dealers' Inquiries Invited

BODY-BILD BARBELL CO., Dept. 903
26 East 46th Street, New York 19

Other "Body-Bild" Barbell Sets As Low As $12.95

1.	30 lb. Dumbell Set	$ 8.95
2.	50 lb. Barbell Set	12.95
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5.	100 lb. Barbell Set	20.95
6.	110 lb. Barbell Set	22.95
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8.	210 lb. Barbell Set	41.95
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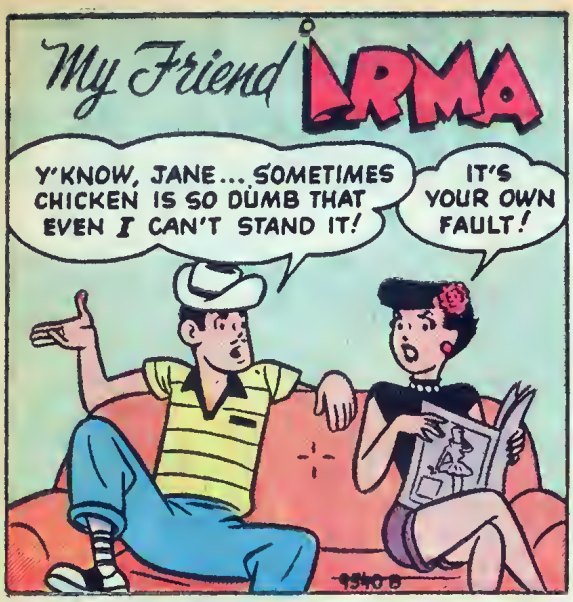
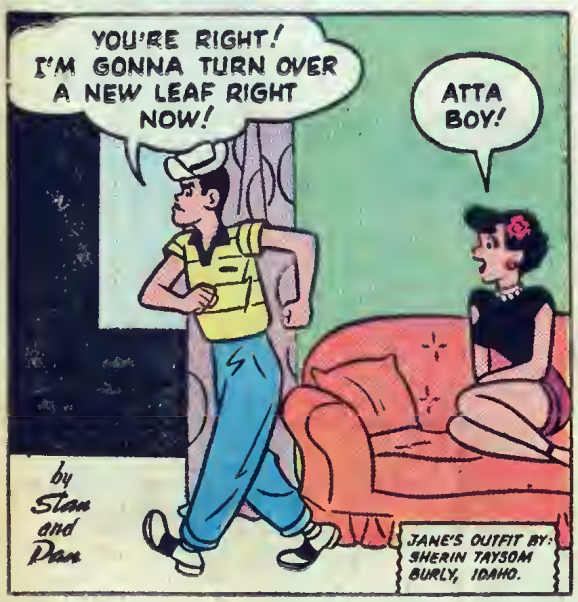
NAME .....

ADDRESS .....

CITY..... Zone.... STATE.....


My Friend IRMA
Y'KNOW, JANE... SOMETIMES CHICKEN IS SO DUMB THAT EVEN I CAN'T STAND IT!
IT'S YOUR OWN FAULT!
1940 B

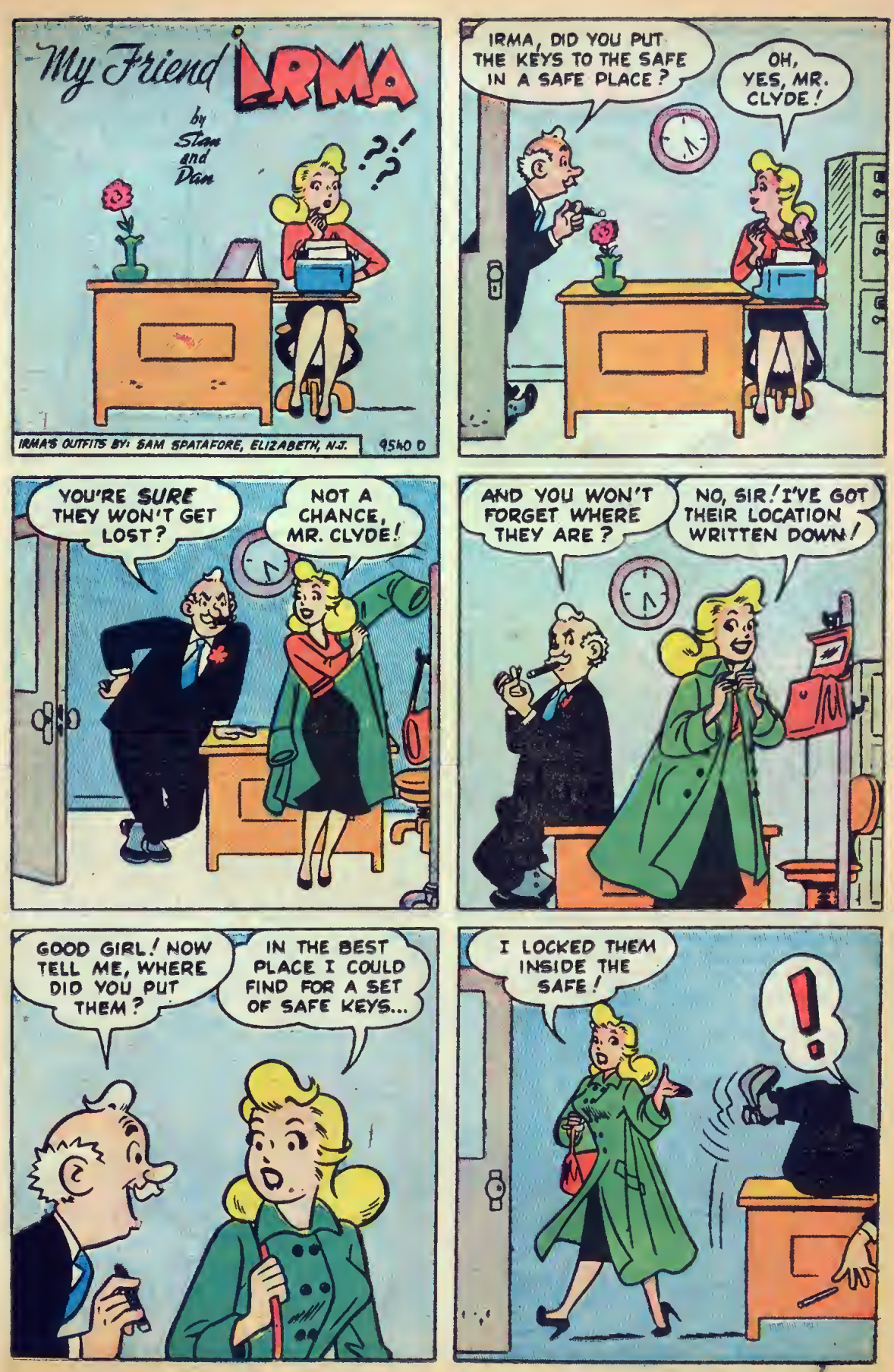
WADDAYA MEAN?
YOU NEVER TRY TO TEACH HER THINGS! YOU NEVER TALK ABOUT ART, MUSIC, OR LITERATURE TO HER!


YOU'RE RIGHT! I'M GONNA TURN OVER A NEW LEAF RIGHT NOW!
ATTA BOY!
by Stan and Dan
JANE'S OUTFIT BY: SHERIN TAYSOM BURLY, IDAHO.

LATER...
WHATSA MATTER, AL? DIDN'T IT WORK?
I GIVE UP! I KNOW WHEN I'M LICKED!
Fashion

I ASKED HER IF SHE EVER READ HEMINGWAY!
YEAH? AND WHAT DID SHE SAY?
Fashion

SHE WANTED TO KNOW WHO WROTE IT!
!


My Friend IRMA
by Stan and Dan
?!
IRMA'S OUTFITS BY: SAM SPATAFORE, ELIZABETH, N.J.
9540 D
IRMA, DID YOU PUT THE KEYS TO THE SAFE IN A SAFE PLACE?
OH, YES, MR. CLYDE!
YOU'RE SURE THEY WON'T GET LOST?
NOT A CHANCE, MR. CLYDE!
AND YOU WON'T FORGET WHERE THEY ARE?
NO, SIR! I'VE GOT THEIR LOCATION WRITTEN DOWN!
GOOD GIRL! NOW TELL ME, WHERE DID YOU PUT THEM?
IN THE BEST PLACE I COULD FIND FOR A SET OF SAFE KEYS...
I LOCKED THEM INSIDE THE SAFE!
!

My Friend IRMA
by Stan and Dan
IRMA'S DRESS BY JOYCELYN MAINEY 3 NORTH ST. MATTAPOISETT, MASS.
9540A
WHAT'LL WE DO TONIGHT, CHICKEN?
I DON'T CARE, AL... WHATEVER YOU WANT!
HOW ABOUT A MOVIE?
NO, I'M NOT IN THE MOOD!
DANCING?
NO!
WALK IN THE PARK?
NO!
VISIT THE PLANETARIUM?
NO!
IRMA... GIMME ONE GOOD REASON!! WHY DONT'CHA WANNA VISIT THE PLANETARIUM?
WELL, AFTER ALL, AL...
... WHO WANTS TO SPEND AN EVENING LOOKING AT FISH?!

TERRIFIC BARGAINS

Take your pick . . . Try at our risk!

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A sturdy, accurate, handsome watch for men and boys. Central sweep second hand. Luminous numbers. Unbreakable crystal. A real bargain..... **4.95**

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Very beautiful and impressive! These perfectly matched Engagement and Wedding rings resemble Diamond and White Gold sets selling for $100.00 and more! The gift of a lifetime! Satisfaction guaranteed or full price back quick! Special sale price. **2.50**

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Your own INITIAL in raised Gold Color Effect set in a RUBY color stone, flanked by 2 Sparkling Pseudo DIAMONDS imported from Europe. Rich Gold Plated. Fashionable! Smart! Wear with pride—enjoy a lifetime. Mention letter desired. Only..... **2.97**

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11 — WONDER FEATURES — 11

It's a tachometer, telemeter, DOUBLE Push Button STOP watch. It measures SPEED as well as DISTANCES of horse and auto races, sports, planes, boats, moving objects. Actually has SPLIT-SECOND calibration, unbreakable crystal, sweep-second hand, luminous numerals & hands, sturdy SHOCK-RESIST case. Everyone wants one—students, soldiers, sailors, aviators, race fans, sportsmen, photographers, engineers, and all active men. A wonderful timekeeper. UNLIMITED GUARANTEE EXCLUSIVE OF PARTS! Never a charge for skilled labor. Price with full instructions & gift case..... **4.95**

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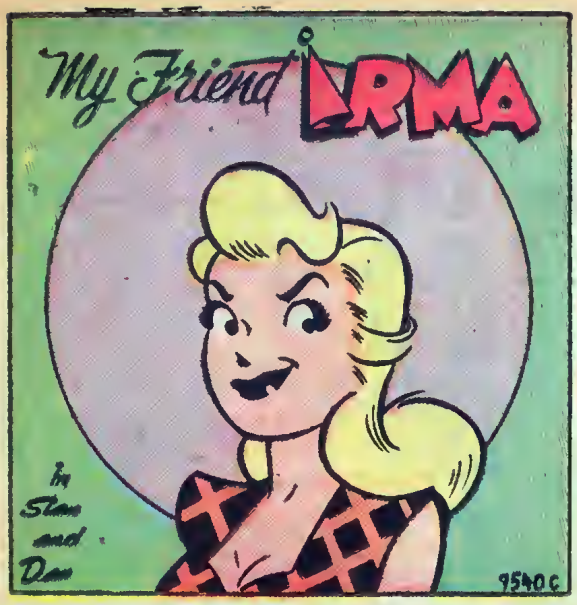
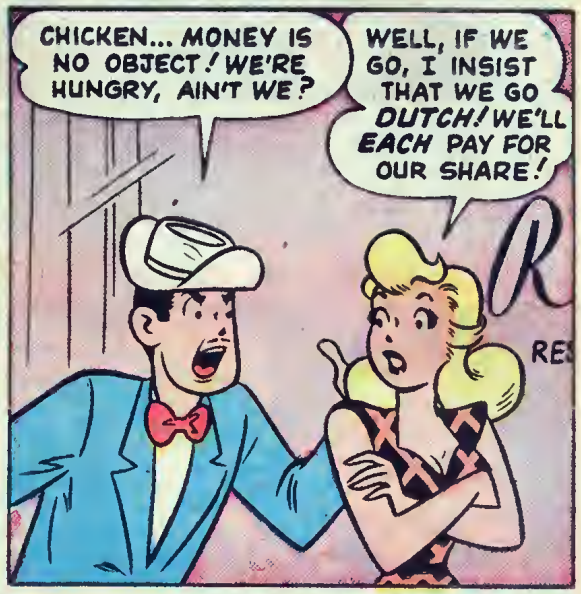
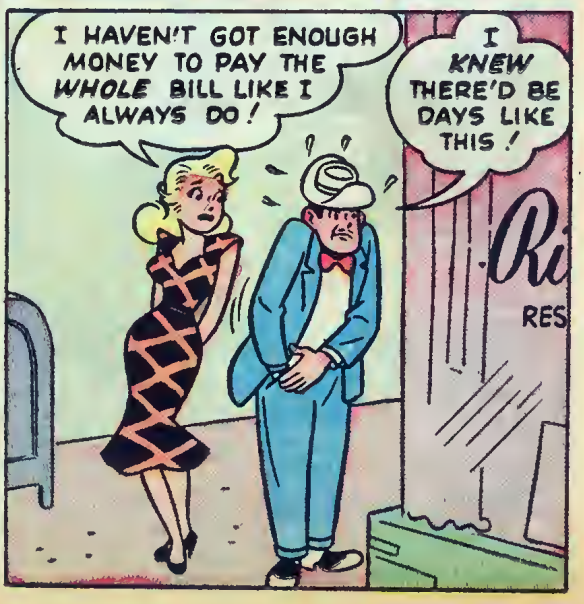

My Friend IRMA
by Stan and Dan
9540C

LET'S EAT IN HERE, CHICKEN!
OH NO, AL... IT'S TOO EXPENSIVE!
Ritz
RESTAURANT

AW, C'MON! IT'S ONLY MONEY! LET'S LIVE A LITTLE...
I DON'T THINK WE SHOULD!
LET'S GO IN!
IRMA'S DRESS BY:
ROBERTA KALMAER
681 WYONA ST.
BROOKLYN, N.Y.


CHICKEN... MONEY IS NO OBJECT! WE'RE HUNGRY, AIN'T WE?
WELL, IF WE GO, I INSIST THAT WE GO DUTCH! WE'LL EACH PAY FOR OUR SHARE!

CHICKEN! HOW CAN YOU SUGGEST SUCH A THING?!
IT'S EASY...
Ritz
RESTAURANT


I HAVEN'T GOT ENOUGH MONEY TO PAY THE WHOLE BILL LIKE I ALWAYS DO!
I KNEW THERE'D BE DAYS LIKE THIS!

IRMA'S DEPT. OF UTTER CONFUSION!

HI, FRIENDS! I THINK IT'S SILLY TO USE WORMS TO CATCH FISH! HOW CAN A LITTLE WORM CATCH A BIG FISH? AL SAID I'M NOT A REAL FISHERMAN! I TOLD HIM NATCHERLY, ANYBODY CAN SEE I'M A ***WOMAN!*** BESIDES, I DON'T WANNA CATCH FISH WITH AL... HE MIGHT THROW ONE TOO HARD AND I'LL ***MISS*** IT!

THE LAST TIME IRMA WENT FISHING, SHE USED A TIN CAN FOR BAIT! SHE SAID SHE WANTED TO CATCH SARDINES!

POSE AND COSTUME BY: KAREN THOMPSON
721 ALCATRAZ AVE.
OAKLAND, CALIF.

THIS MONTH'S WINNING IRMA-ISM:
IRMA: "I WANT TO BUY A CHICKEN!"
FARMER: "DO YOU WANT A PULLET?"
IRMA: "GOODNESS, NO! I'LL CARRY IT!"
SENT IN BY: LOIS ANNE DOSS
ALEXANDRIA, LA.

OTHER IRMA-ISM WINNERS:

DOTTY BATCHELDER W. MEDFORD, MASS.	HELEN JEAN COX SIX MILE RUN, PA.
EZRA ARANOFF CHICAGO, ILL.	DIANE LUND N. HOLLYWOOD, CALIF.
ANNE MACNEIL BRIGHTON, MASS.	LAURA CROSKEY COPLEY, OHIO
JUDY BAUMGARDNER ASHVILLE, N.C.	DONNA RUKSTALIS OIL CITY, PA.
JUDY HATCH ANN ARBOR, MICH.	JANIE KERR WICHITA, KANSAS

ANOTHER WINNING IRMA-ISM:
AL: "CHICKEN, YOU'VE BEEN CLEANING THAT BLACKBOARD FOR HOURS!"
IRMA: "YES, I KNOW, BUT IT KEEPS GETTING BLACKER AND BLACKER!"
SENT IN BY:
MARY MELTON
SULPHER SPRINGS, ILLINOIS

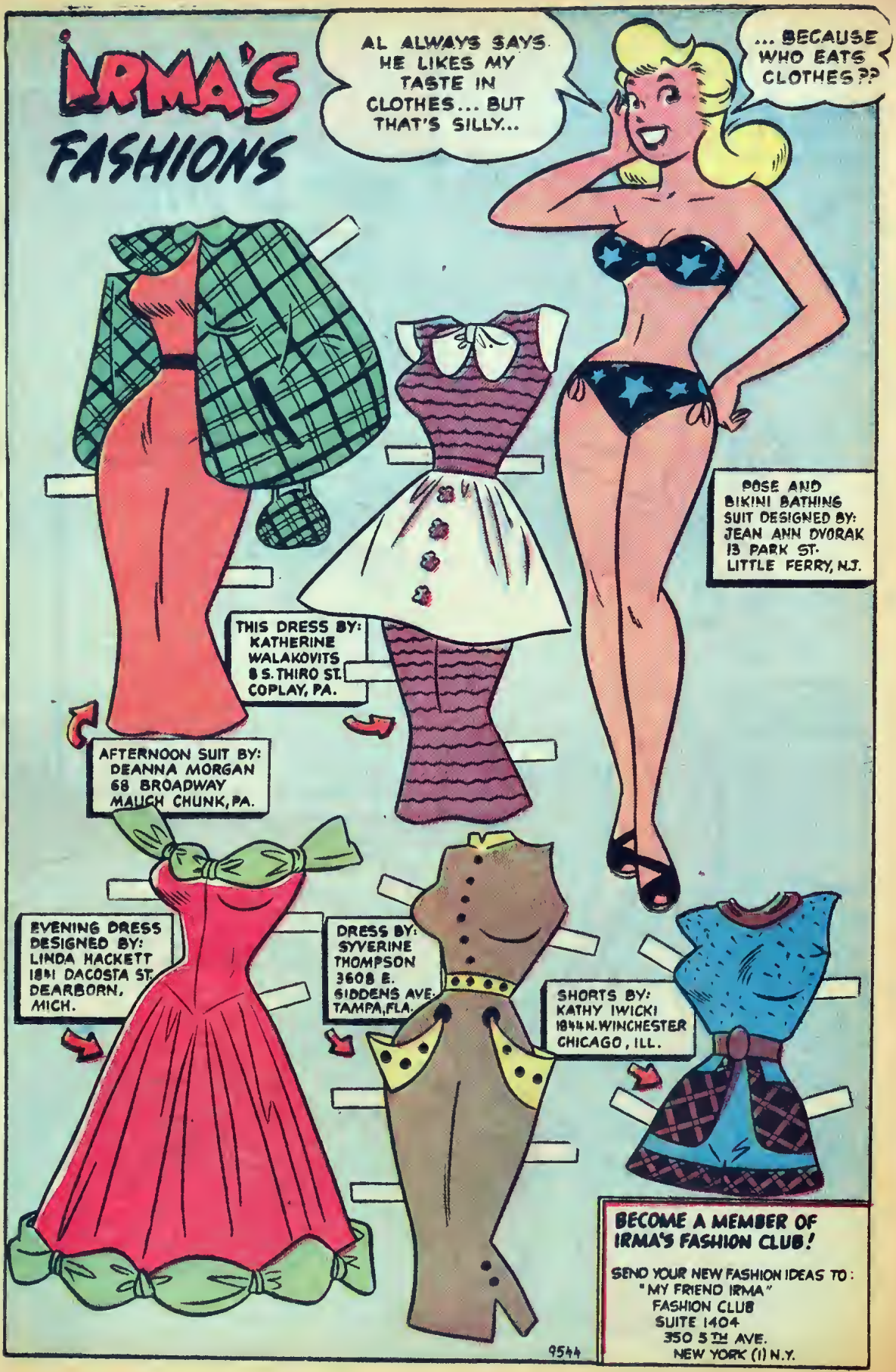
C'MON, KIDS, LET'S SEE SOME MORE OF THOSE IRMA-ISMS! MAYBE ***YOU'LL*** BE THE NEXT WINNER!

VY ARE YOU RUNNINK, MRS. O'REILLY? IRMA SAYS HE HAS A FRIENDLY-LOOKINK AIR!

YEAH... AND YOU'LL BE GETTIN' WIND OF IT IN A MINNIT!

SEND YOUR IRMA-ISMS TO:
CONTEST EDITOR,
MY FRIEND IRMA
SUITE 1404, 350 5TH AVE.
NEW YORK 1, NEW YORK
AND ENCLOSE THIS COUPON:
MY NAME IS _____
ADDRESS _____
CITY AND STATE _____
AGE _____

854-3


IRMA'S FASHIONS
AL ALWAYS SAYS HE LIKES MY TASTE IN CLOTHES... BUT THAT'S SILLY...
... BECAUSE WHO EATS CLOTHES??
POSE AND BIKINI BATHING SUIT DESIGNED BY: JEAN ANN DVORAK 13 PARK ST. LITTLE FERRY, N.J.
THIS DRESS BY: KATHERINE WALAKOVITS 8 S. THIRD ST. COPLAY, PA.
AFTERNOON SUIT BY: DEANNA MORGAN 68 BROADWAY MAUCH CHUNK, PA.
EVENING DRESS DESIGNED BY: LINDA HACKETT 1881 DACOSTA ST. DEARBORN, MICH.
DRESS BY: SYVERINE THOMPSON 3608 E. SIDDENS AVE. TAMPA, FLA.
SHORTS BY: KATHY IWICKI 1844 N. WINCHESTER CHICAGO, ILL.
9544
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☐ How To Get Along With Boys

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

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How to Acknowledge a Gift
How to "Make Up"
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How to Make Him (or Her) Miss You
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☐ I enclose 98c—send postpaid.

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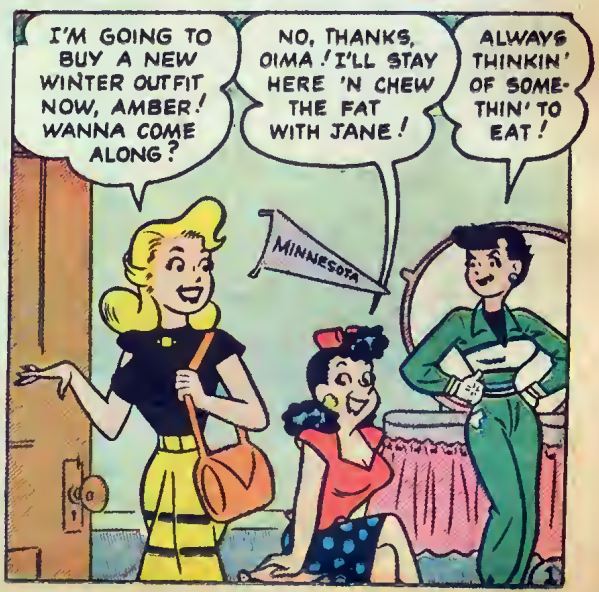
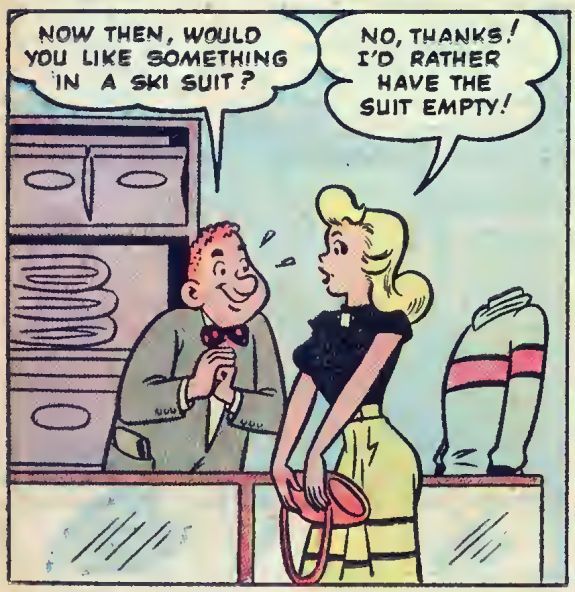
My Friend IRMA
OIMA, ARE YOU GOIN' AWAY ON YER CHRISTMAS VACATION?
NO, I'M GOING AWAY ON THE TRAIN!
SHE'S GOING SKIING WITH ME, AMBER!
by Stan Lee
AMBER'S OUTFIT BY: LINDA FOWLER 83 MOUNTAINVIEW AVE. NUTLEY, N.J.
IRMA'S OUTFIT BY: SANDRA DIETERICK 1122-87TH ST. N.W. CEDAR RAPIDS, IOWA
JANE'S OUTFIT BY: ROSALYNNE HOUGH BOX 1055 FAIRMONT, W.VA.
9574

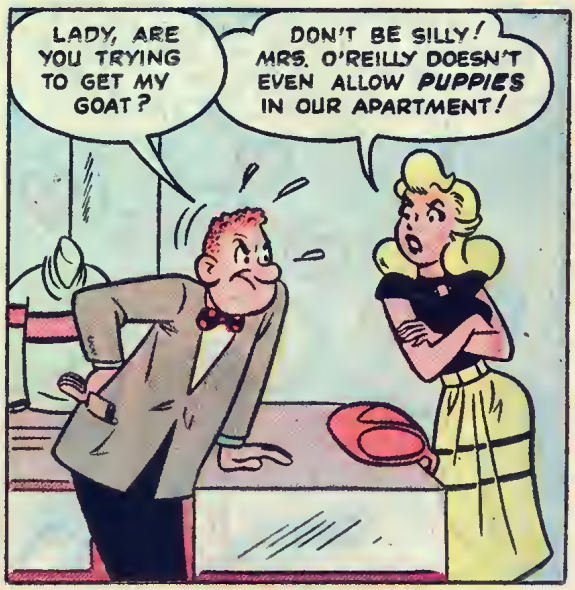
WHERE ARE YA GONNA SKI, OIMA?
ON THE SNOW, OF COURSE!
IT FIGGERS!


I'M GOING TO BUY A NEW WINTER OUTFIT NOW, AMBER! WANNA COME ALONG?
NO, THANKS, OIMA! I'LL STAY HERE 'N CHEW THE FAT WITH JANE!
ALWAYS THINKIN' OF SOMETHIN' TO EAT!
MINNESOTA

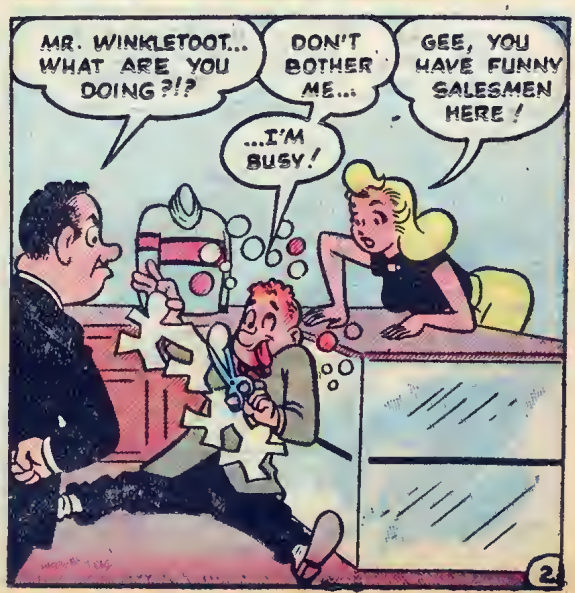
AND SO...
DO YOU WANT AN OUTFIT FOR A WINTER RESORT, MA'AM?
NO... I WANT IT FOR MYSELF!
SPORTS DEPT.

HA, HA! I ALWAYS LIKE A GOOD BON MOT!
ME TOO, BUT TOO MUCH CANDY IS BAD FOR MY FIGURE!


NOW THEN, WOULD YOU LIKE SOMETHING IN A SKI SUIT?
NO, THANKS! I'D RATHER HAVE THE SUIT EMPTY!

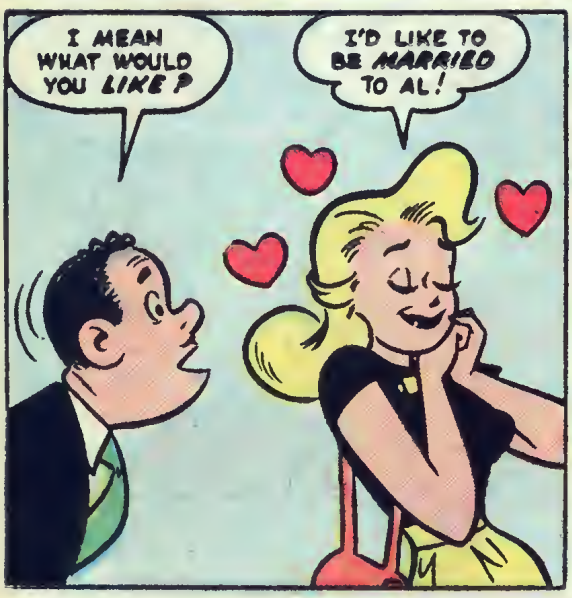

LADY, ARE YOU TRYING TO GET MY GOAT?
DON'T BE SILLY! MRS. O'REILLY DOESN'T EVEN ALLOW PUPPIES IN OUR APARTMENT!

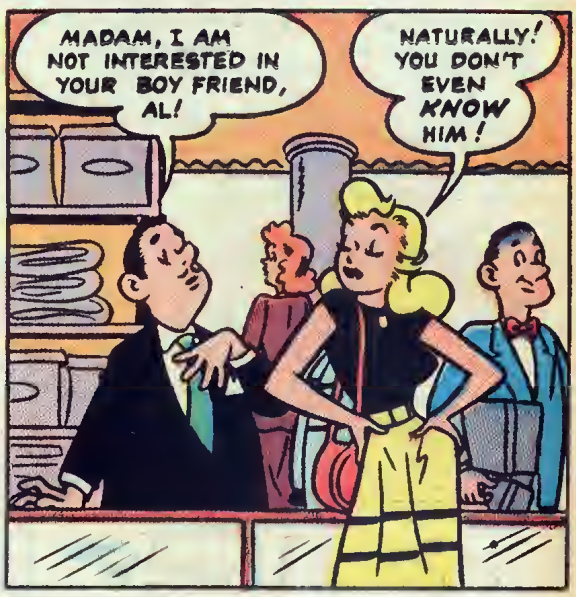
HOW DID YOUR APARTMENT GET INTO THIS ??!!
IT DIDN'T! IT'S STILL ON WEST 73 RD STREET!

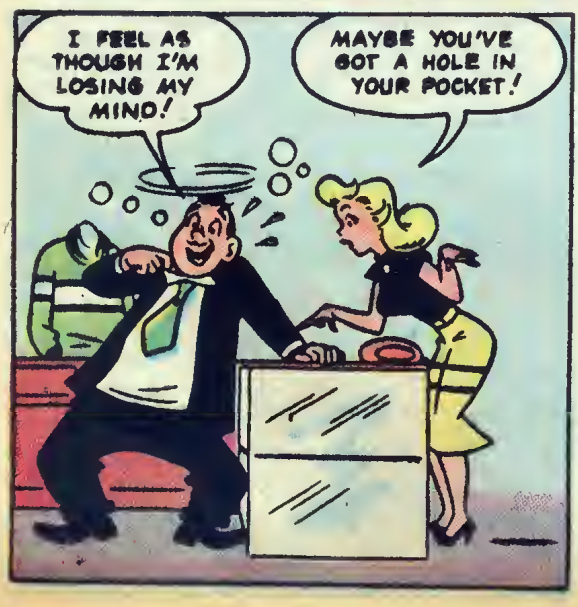

MR. WINKLETOOT... WHAT ARE YOU DOING?!?
DON'T BOTHER ME...
...I'M BUSY!
GEE, YOU HAVE FUNNY SALESMEN HERE!
2

YOU FOOLS! ESCAPE WHILE YOU CAN! SHE MIGHT TALK TO YOU NEXT!
EASY, WINKLETOOT! COURAGE, OLD MAN!
S'BYE, MR. WINKLE-TOOT!

NOW THEN, MY GOOD WOMAN... WHAT IS YOUR PLEASURE?
DRINKING ICE CREAM SODAS AND HOLDING HANDS WITH AL!

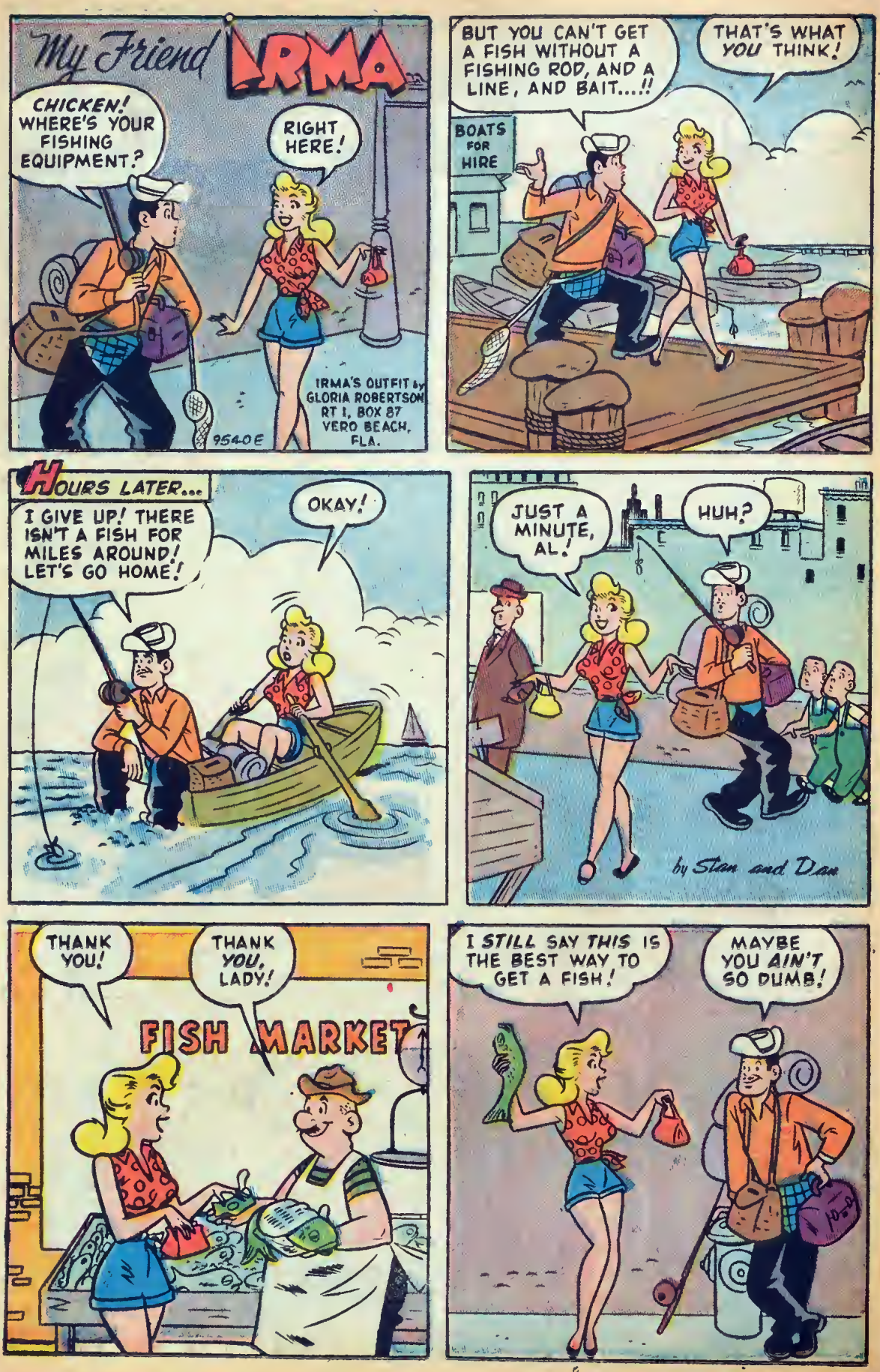

I MEAN WHAT WOULD YOU LIKE?
I'D LIKE TO BE MARRIED TO AL!


MADAM, I AM NOT INTERESTED IN YOUR BOY FRIEND, AL!
NATURALLY! YOU DON'T EVEN KNOW HIM!


I FEEL AS THOUGH I'M LOSING MY MIND!
MAYBE YOU'VE GOT A HOLE IN YOUR POCKET!

I'M A BUSY MAN! LET'S GET DOWN TO CASES...
NO, THANKS... I'D RATHER STAY HERE!
3

LADY, WON'T YOU PLEASE MAKE A PURCHASE?
NO! I CAME HERE TO BUY SOMETHING, AND I'M NOT LEAVING UNTIL I DO!
YOU, TOO?!!
Y'KNOW... WINKLETOOT HAD THE RIGHT IDEA!
DAN DECARLO
WE'LL HAVE TO SELL HER SOMETHING FAST AND GET RID OF HER BEFORE SHE DRIVES US ALL BATTY!
YOU'RE RIGHT!
WHO'S NEXT?
LADY, WE HAVE JUST THE THING FOR YOU!
AT LAST!
HI, OIMA! DIDJA BUY YOUR NEW WINTER OUTFIT?
SORT OF...
LET'S SEE IT, HONEY!
HERE!
THAT'S IT??!
FOR HER, IT'S A GOOD DAY'S WORK!
THE END
4


My Friend IRMA
CHICKEN! WHERE'S YOUR FISHING EQUIPMENT?
RIGHT HERE!
IRMA'S OUTFIT by GLORIA ROBERTSON RT 1, BOX 87 VERO BEACH, FLA.
9540E
BUT YOU CAN'T GET A FISH WITHOUT A FISHING ROD, AND A LINE, AND BAIT....!!
THAT'S WHAT YOU THINK!
BOATS FOR HIRE
HOURS LATER...
I GIVE UP! THERE ISN'T A FISH FOR MILES AROUND! LET'S GO HOME!
OKAY!
JUST A MINUTE, AL!
HUH?
by Stan and Dan
THANK YOU!
THANK YOU, LADY!
FISH MARKET
I STILL SAY THIS IS THE BEST WAY TO GET A FISH!
MAYBE YOU AIN'T SO DUMB!

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☐ Send C.O.D. I'll pay postman $1.98 plus postage.
☐ I enclose $1.98. You pay postage.

Name .....

Address .....

City ..... State .....

500 STAMPS FOR ONLY 10c

INCLUDES STAMPS CATALOGUING UP TO 25c EACH! ALSO APPROVALS

MYSTIC STAMP COMPANY

Camden 3, New York

307 ALL DIFFERENT 15c

A beautiful collection of commemoratives, triangles, high values, bi-colored stamps, etc. Only 15c.

GARCELON STAMP CO., Box 413, Calais, Maine

"Polar Bear" Triangle Set—FREE! 2 big beauties, also 5 colored Flag, Damascus, Will Rogers Airmail, Midget, 1st U. S. commemorative, Harem, etc.—FREE to approval buyers for 3c postage.

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SEND FOR THIS FREE!

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All Diff. to Approval Applicants

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1050 DIFFERENT STAMPS

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100 DIF. CHINA 5c

Includes Airmails, Ships, Auto, Map, Heroes. To approval buyers.

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Box 12, Dept. 500, Wakefield Sta., N.Y. 66

U.S. ARMY & NAVY HEROES

A collection featuring U.S. Army and Navy Heroes on stamps, from War of 1812, Civil & Revolutionary and others. A Pictorial History, 50c with bargain U.S. approvals.

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FREE! "The Stamp Finder" Tells at a glance the country to which any stamp belongs. 36 pages illustrated. Includes valuable "Stamp Collector's Dictionary," Stamp Treasures, and World's Ten Rarest Stamps. Also Approvals.

GARCELON STAMP CO., Box 1113, Calais, Maine

"HOW To Recognize Rare Stamps!"

FREE BOOK containing nearly 200 illustrations PLUS information that every collector should have!

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55 DIFF. UNITED STATES 5c

Including AIRMAILS, PRESIDENTIALS, high values, 10th cent. commemoratives, colls, revenues, etc. To applicants for our BARGAIN APPROVALS. FREE BIG LISTS included.

W. C. SOOKMAN, Box 145E Maplewood, N. J.

FREE, SCOTT'S INTERNATIONAL

ALBUM, VALUABLE COLORFUL COLLECTION, HINGES, OTHER BIG PREMIUMS. Full particulars with approvals. Write today. 3c Postage please.

RAYMAX 127M William St., New York 38 N.Y.

118 DIFFERENT STAMPS

including Commemoratives, Charities, Airmail, Surcharges, Sets etc. Only 3c to APPROVAL BUYERS.

BADGER STAMP CO., Dept. N, MILWAUKEE 3, WIS.

US COMMEMORATIVES

Columbians, Trans Mississippi, Pan-Americans, Pan Pacific and ten different other commems. All for 10c with your request for U.S. approvals.

Meda Stamps, Box 49M Church St. Annex, N.Y. 8

STAMP COLLECTING OUTFIT

A packet of stamps from all parts of world. A package of stamp hinges; perforation gauge and millimeter scale; watermark detector. Everything ONLY 10c to approval buyers.

LORRAINE W. BROWN, Dept. 10, Marion, Mich.

FREE PRESIDENTIAL SET TO $5 FAMOUS AMERICAN SET FLAG SET - PARK SET

A total of 90 U.S. stamps FREE to customers of our U.S. and Foreign approvals. Send 3c NOW for 15 of the above plus postage. TRIBORO STAMP CO., Dept. 1912 145 Nassau Street New York 38 N. Y.

POSITIVELY GREATEST

FREE OFFER

Rare Octagonal (eight sided) stamp, gorgeous Diamond, giant Triangle, also mammoth and midget stamps. ALL FREE to foreign approval buyers. Plus Free, Scott's International $6.00 album and the latest Scott Stamp Catalogues

PLYMOUTH - DEPT. A60 Bell, California

25 DIFFERENT INDIA 3¢

to approval applicants

Premiums with Purchases

BRANDWEIN STAMP CO., Box 82Z Bayonne, N. J.

UNUSED COMMEMORATIVE STAMP COLLECTION!

Beautiful, strange, pictorials, airmails, and sets from faraway lands; everything. All UNUSED stamps. Only 3c with colorful approvals.

Sunlite, Box 1259-C, Grand Central Sta., N.Y. 17

107 DIFFERENT Stamps from Cochin, Oceania, 3c

Cameroun, Malta, Cyprus, etc. To Approval Buyers

Dixie Stamp Co. Dept 16 Milwaukee 1, Wis.

GIGANTIC CANADIAN BARGAIN

Complete set Royal Visit, Coronation, Jubilee, new George VI set, Confederation, Geo. V set, etc. A gigantic bargain. Only 1c to approval applicants. 1c

ENSIGN STAMP CO.

Box 118 Dept. E So. Orange, N. J.

Free! Scarce Nicaragua Roosevelt!

Madagascar, Martinique, Turkey, Ecuador, Cuba, Somali Coast, Tri-color Beauty, Warrior, Tropical Girl, Crescent, World's Fair, 19th Century Antique. All Mints! Approvals. Send 3c for postage

Bliss Stamp Service, Box 55 M, Tribeca Sta., New York 35, N.Y.

25 GENUINE ALL DIFFERENT SWITZERLAND

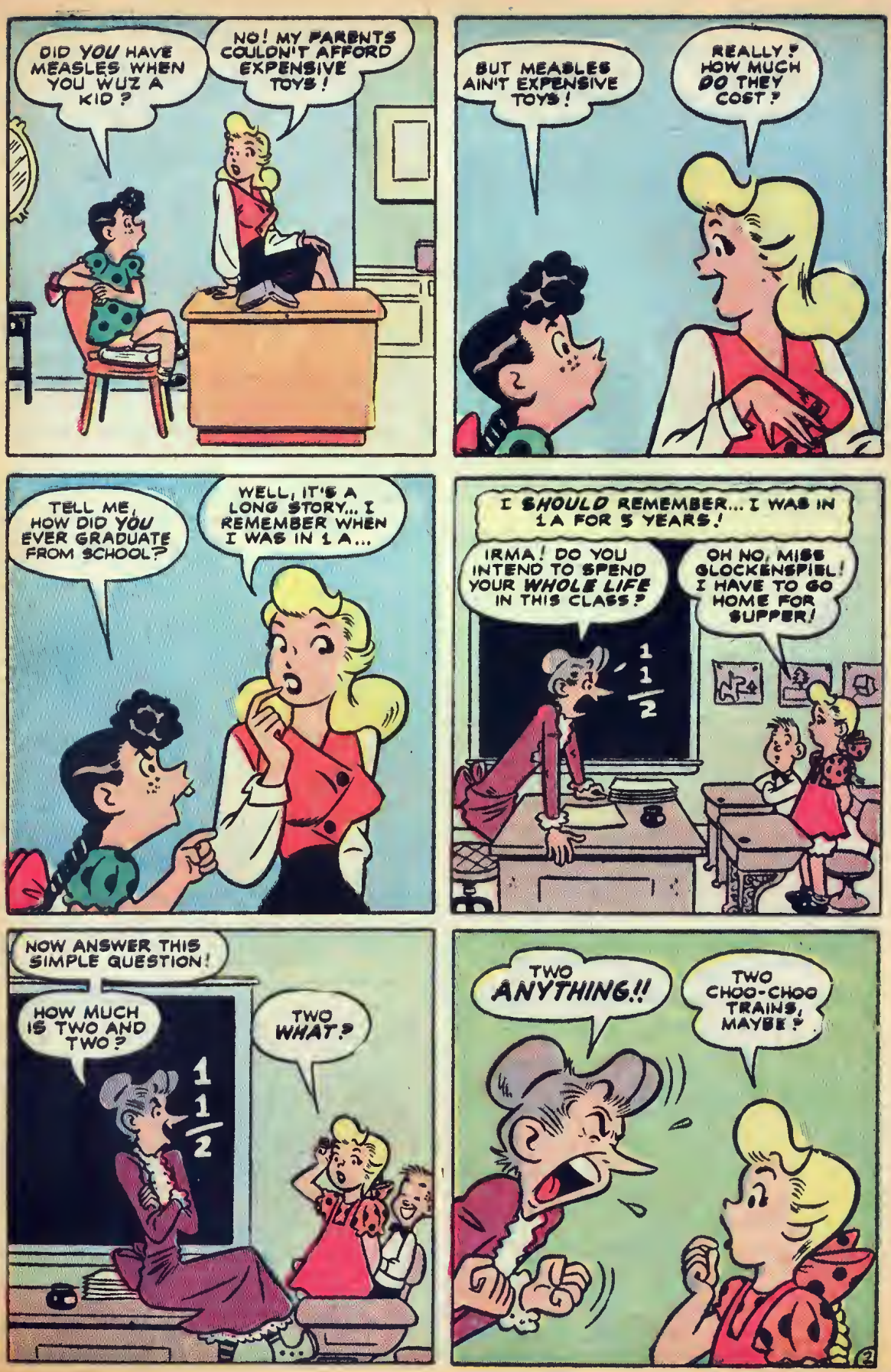
given to anyone needing for approvals

HIGHLAND Box 134 San Gabriel, Calif.

My Friend IRMA
OIMA, I GOTTA GO SHOPPING! WOULD YOU HELP ME COUSIN HEPZIBAH WIT' HER HOMEWORK?
YEAH... I NEED HELP IN TRIGGER-NOMETRY!
BUT I DON'T KNOW ANYTHING ABOUT GUNS!
IRMA'S DRESS BY: MARGIE BEAVERS BOX 386 WAR, W. VA.
AMBER'S DRESS BY: SAM SPATAFORE 1038 AUGUSTA ST. ELIZABETH, N.J.
by Stan Lee
9611

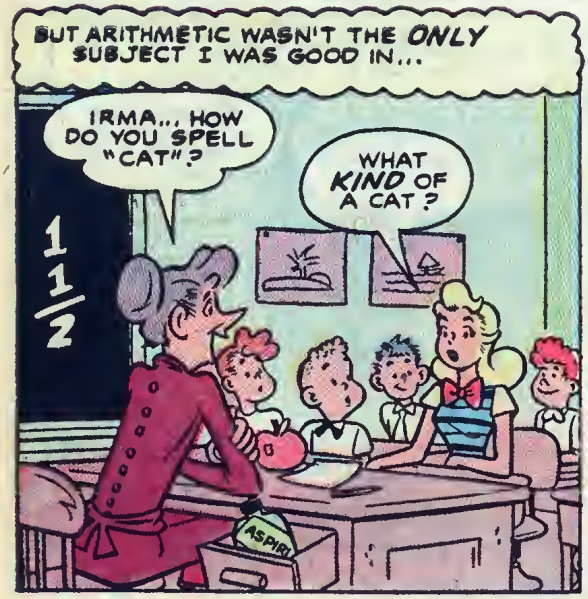
NOW STUDY HARD, HEPZIBAH, AND YOU MAY GROW UP TO BE AS SMART AS OIMA!
FOR THAT I GOTTA STUDY!
?!?

DO YOU LIKE SCHOOL, HEPZIBAH?
YEAH... IT'S ALMOST AS MUCH FUN AS THE MEASLES!

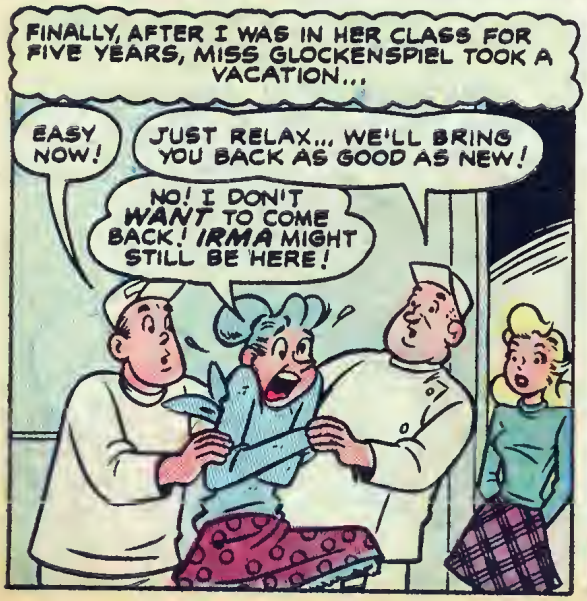

DID YOU HAVE MEASLES WHEN YOU WUZ A KID?
NO! MY PARENTS COULDN'T AFFORD EXPENSIVE TOYS!
BUT MEASLES AIN'T EXPENSIVE TOYS!
REALLY? HOW MUCH DO THEY COST?
TELL ME, HOW DID YOU EVER GRADUATE FROM SCHOOL?
WELL, IT'S A LONG STORY... I REMEMBER WHEN I WAS IN 1A...
I SHOULD REMEMBER... I WAS IN 1A FOR 5 YEARS!
IRMA! DO YOU INTEND TO SPEND YOUR WHOLE LIFE IN THIS CLASS?
OH NO, MISS GLOCKENSPIEL! I HAVE TO GO HOME FOR SUPPER!
1 1/2
NOW ANSWER THIS SIMPLE QUESTION!
HOW MUCH IS TWO AND TWO?
TWO WHAT?
1 1/2
TWO ANYTHING!!
TWO CHOO-CHOO TRAINS, MAYBE?

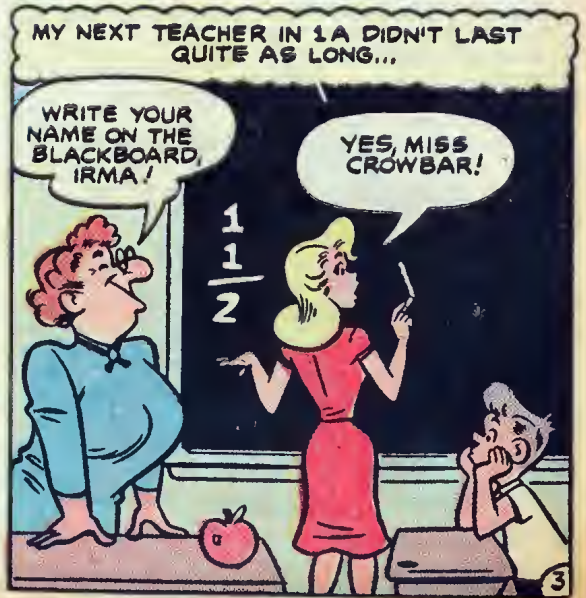
ALL RIGHT... TWO CHOO-CHOO TRAINS!! NOW, HOW MUCH IS TWO AND TWO?
HMMM... LEMME THINK!
1 1/2

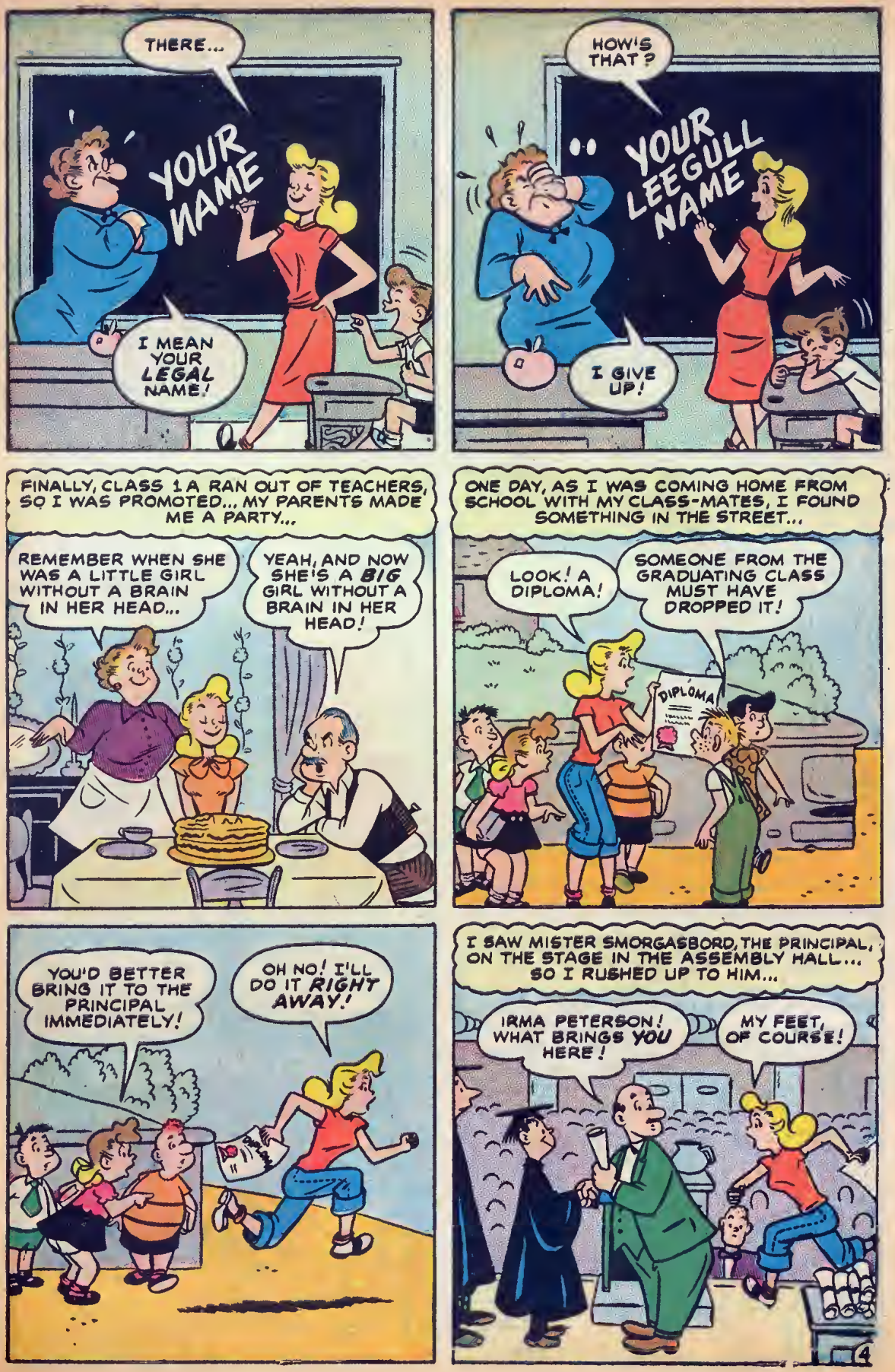
I KNOW!! A WHOLE RAILROAD!!
!


BUT ARITHMETIC WASN'T THE ONLY SUBJECT I WAS GOOD IN...
IRMA... HOW DO YOU SPELL "CAT"?
WHAT KIND OF A CAT?
1 1/2
ASPIRIN

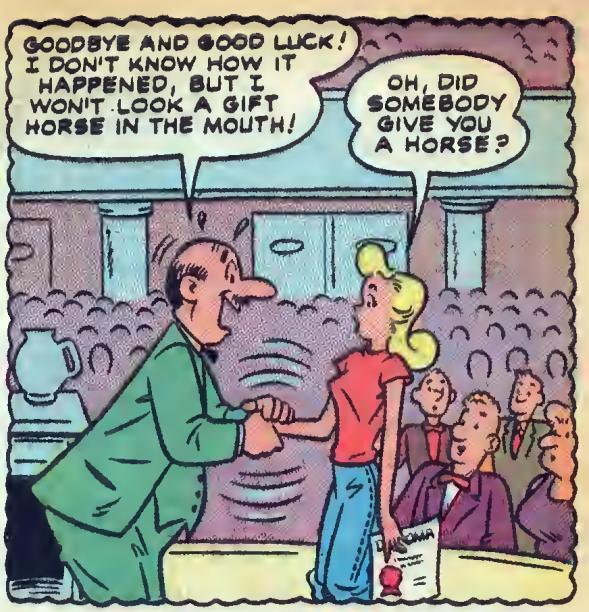
WHO CARES WHAT KIND OF A CAT IT IS??!!
ANOTHER CAT!

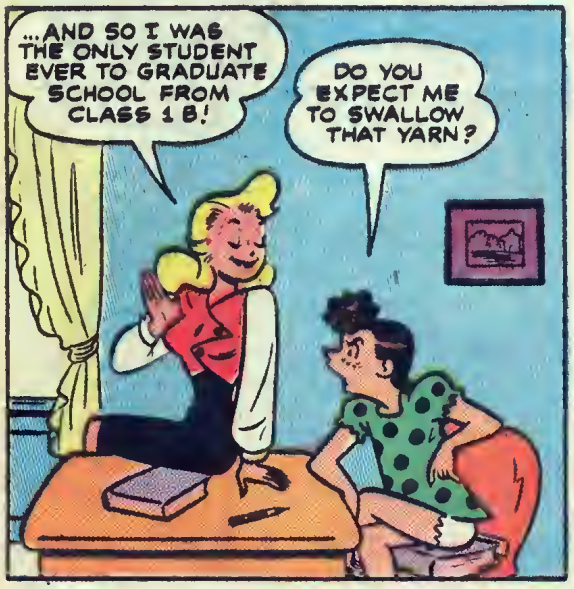

FINALLY, AFTER I WAS IN HER CLASS FOR FIVE YEARS, MISS GLOCKENSPIEL TOOK A VACATION...
EASY NOW!
JUST RELAX... WE'LL BRING YOU BACK AS GOOD AS NEW!
NO! I DON'T WANT TO COME BACK! IRMA MIGHT STILL BE HERE!


MY NEXT TEACHER IN 1A DIDN'T LAST QUITE AS LONG...
WRITE YOUR NAME ON THE BLACKBOARD, IRMA!
YES, MISS CROWBAR!
1 1/2
3

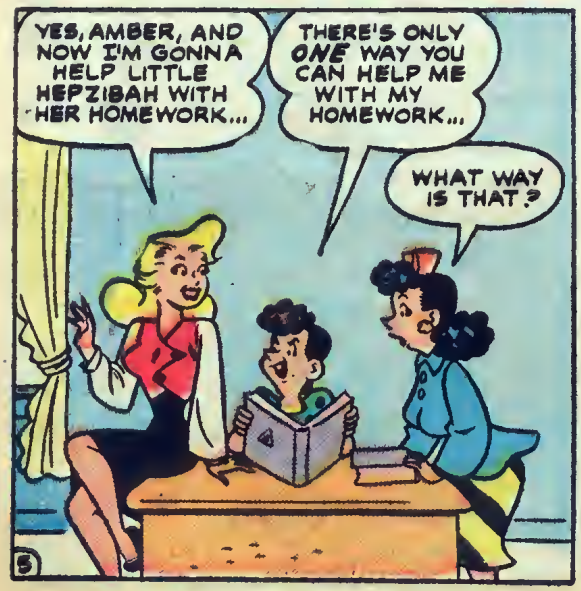

THERE...
YOUR NAME
I MEAN YOUR LEGAL NAME!
HOW'S THAT?
YOUR LEEGULL NAME
I GIVE UP!
FINALLY, CLASS 1A RAN OUT OF TEACHERS, SO I WAS PROMOTED... MY PARENTS MADE ME A PARTY...
REMEMBER WHEN SHE WAS A LITTLE GIRL WITHOUT A BRAIN IN HER HEAD...
YEAH, AND NOW SHE'S A BIG GIRL WITHOUT A BRAIN IN HER HEAD!
ONE DAY, AS I WAS COMING HOME FROM SCHOOL WITH MY CLASS-MATES, I FOUND SOMETHING IN THE STREET...
LOOK! A DIPLOMA!
SOMEONE FROM THE GRADUATING CLASS MUST HAVE DROPPED IT!
DIPLOMA
YOU'D BETTER BRING IT TO THE PRINCIPAL IMMEDIATELY!
OH NO! I'LL DO IT RIGHT AWAY!
I SAW MISTER SMORGASBORD, THE PRINCIPAL, ON THE STAGE IN THE ASSEMBLY HALL... SO I RUSHED UP TO HIM...
IRMA PETERSON! WHAT BRINGS YOU HERE!
MY FEET, OF COURSE!
4

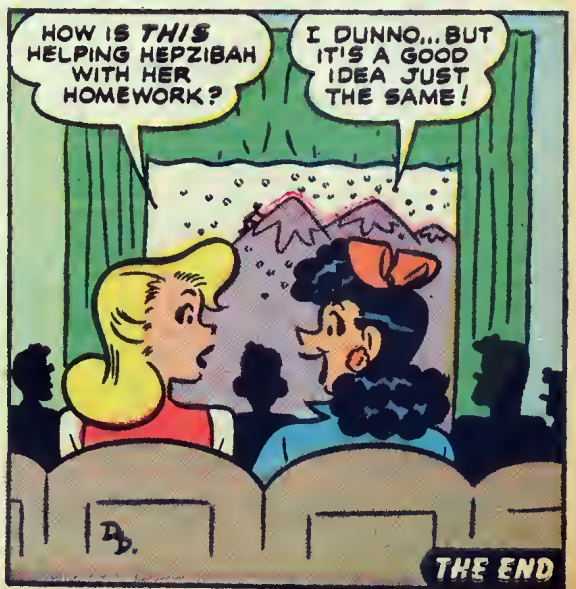
A DIPLOMA!! IN YOUR HANDS! I AM AGHAST!
I THOUGHT YOU WERE A PRINCIPAL!
DIPLOMA


GOODBYE AND GOOD LUCK! I DON'T KNOW HOW IT HAPPENED, BUT I WON'T LOOK A GIFT HORSE IN THE MOUTH!
OH, DID SOMEBODY GIVE YOU A HORSE?


...AND SO I WAS THE ONLY STUDENT EVER TO GRADUATE SCHOOL FROM CLASS 1 B!
DO YOU EXPECT ME TO SWALLOW THAT YARN?

NO... IT MIGHT GIVE YOU INDIGESTION! BESIDES, AMBER NEEDS IT FOR KNITTING!
HERE I YAM, BACK AGAIN! DIDJA HAVE A GOOD TIME, OIMA?


YES, AMBER, AND NOW I'M GONNA HELP LITTLE HEPZIBAH WITH HER HOMEWORK...
THERE'S ONLY ONE WAY YOU CAN HELP ME WITH MY HOMEWORK...
WHAT WAY IS THAT?
5


HOW IS THIS HELPING HEPZIBAH WITH HER HOMEWORK?
I DUNNO... BUT IT'S A GOOD IDEA JUST THE SAME!
THE END

Complete 15 Piece "TEXAS RANGER" COWBOY OUTFIT all for $1.98

Never Before—Never Again A VALUE LIKE THIS!

Sized to fit all ages from 2 to 12

You Get the Entire COWBOY or COWGIRL OUTFIT All For One LOW PRICE $1.98

BACK VIEW

Here's What Each Outfit Contains!

- Genuine Texas Ranger Eye Mask like all cowboys wear.
- Roomy Neckerchief, beautifully trimmed in black and white.
- Texas Ranger Vest, complete with Ranger Sheriff's badge and decorated fringes.
- Pair of western-style Arm Cuffs.
- Two replica Six-Shooter Guns, resembling in model those used by all the best cowboy marksmen.
- A pair of attractively decorated Gun Holsters, designed wide and deep to provide ample room to hold six-shooter guns.
- Two beautifully-styled, full width Texas Ranger Chaps. (Cowgirl outfit has two-piece Texas Ranger skirt instead of the chaps.)
- Two handsome Cowboy Boot Tops that come right down over regular shoes to make them look like real western boots.
- 144 inches of cowboy-type Rope.
- Official Member Texas Ranger Pocket Charm with 4-leaf clover design and real penny encased in a horseshoe.

MONEY BACK GUARANTEE

We guarantee this to be the greatest Cowboy and Cowgirl Outfit value in America today or you can return in 10 days for refund.

ILLINOIS MERCHANDISE MART, Chicago

"Hi There Pardner!"—Here's that complete 15-piece Texas Ranger Cowboy Outfit you've always wanted . . . at a price so low it's virtually a giveaway. Easily the greatest value in our history. You get everything you need—not just a suit or skirt—but the entire outfit as pictured—like those you've admired on your favorite cowboy heroes—all for only $1.98 or 2 outfits for $3.79. The material will literally "wear like iron." It's finest quality 12-gauge vinal, so tough that we actually refer to it as "tear-resistant." You don't even have to wash it to keep this material clean. Just wipe with damp cloth and it stays like new each day. Outfit comes to you complete with easy to follow assembling instructions, clearly illustrated to show where each part goes. Here, in fact, is an outfit to thrill every young buckaroo from ages 2 to 12. Parents, too, will get a real thrill when they see how beautiful these Cowboy outfits look as they help their youngsters don them for the first time. But hurry. The supply is limited and this sensational offer may be withdrawn at any time. Rush your order on the handy coupon today to avoid missing out on this great value.

SEND NO MONEY! Rush This Order Coupon!

ILLINOIS MERCHANDISE MART, Dept. 1119
1227 LOYOLA AVE., CHICAGO 26, ILLINOIS

Gentlemen: Please send the complete 15-piece Texas Ranger Cowboy Outfit as checked below C.O.D. plus postage on your 10-day money back guarantee offer.

☐ Cowboy Outfit @ $1.98 ☐ Cowgirl Outfit @ $1.98
☐ 2 Cowboy Outfits @ $3.79 ☐ 2 Cowgirl Outfits @ $3.79
☐ 1 Cowboy and 1 Cowgirl Outfit @ $3.79

Please state age of youngster getting Outfit _____

NAME _____

ADDRESS _____

TOWN _____ STATE _____

☐ Enclosed is full amount in advance plus only 10c for which you will ship my order as checked above all shipping charges prepaid to my door.

Mothers-Housewives-
HERE'S AN AMAZING
New Plan!

Gorgeous Dresses for You *without paying 1¢...*

YOUR CHOICE OF MORE THAN 100 BEAUTIFUL NEW STYLES

AND OPPORTUNITY TO EARN UP TO $7.00 IN A DAY IN EASY DELIGHTFUL SPARE TIME VISITING!

Washable linen-weave rayon. Crease-resistant—color-fast. Champagne or Crema-de-Menthe
Delicate green fern painted on white pique sundress and bolero.
Suit perfection in cool, lightweight rayon—Topaz yellow, White, Coral Red, Navy

No wonder thousands of happy women everywhere are raving about this amazingly easy plan to get dresses WITHOUT PAYING ONE PENNY! It's so simple! We send you ABSOLUTELY FREE the famous Harford Frocks full color presentation showing more than 100 latest dress styles at LOW, MONEY SAVING PRICES. You show them to friends, neighbors, fellow-workers and members of your family . . . send in as few as 3 orders . . . and presto! . . . you select a dress for yourself, your own style, fabric, and size, and it's yours, without paying even one penny! You can get dress after dress this delightfully easy way, and be doing your friends a big favor, bringing them the very latest fashions at astonishing low prices. Yes . . . all gorgeous, fine quality fabrics . . . all sizes, even stouts . . . and not only dresses, but also lingerie, hosiery, suits, children's wear, etc. You need no experience, and you can do all this in your spare time. Mail the coupon at once for FREE Sample Outfit, and see for yourself.

Imagine! Up to $7.00 in a Day For Your Spare Time!

And here's more great news! If you prefer, you can make good money taking orders—actually up to $7.00 in a single day—because famous Harford Frocks are so exclusive, so well made, so utterly charming, and such wonderful values, that dozens and dozens of women who see them will give you their orders. Yes, when you rush the coupon below you are entering on an exciting adventure . . . dresses of your own without cost — money of your own for all the things you'd like to have. No matter where you live or what your age, rush this coupon now. SEND NO MONEY. Everything you need to start will be rushed to you ABSOLUTELY FREE!

Mail Coupon Now . . . Everything FREE

You've never seen such an elaborate, costly presentation of lovely dresses, and it's all YOURS—ABSOLUTELY FREE—just for sending the coupon. You'll see a complete selection of the very latest gorgeous styles—dresses, separates, mix-and-match, convertibles, new casuals, little girls' dresses—all shown in full real colors and offered in all quality fabrics—rayons, nylons, cottons, woolens, crepes—at amazingly low prices, and guaranteed to fit, wear and launder or money back. You don't pay one penny now or ever for this wonderful presentation. It's ABSOLUTELY FREE! Rush coupon now!

HARFORD FROCKS, Inc.
DEPT.G-1105, CINCINNATI 25, OHIO

HARFORD FROCKS, Inc.
Dept G-1105 Cincinnati 25, Ohio

Rush Absolutely Free the complete Harford Frocks Style Presentation so I can start quickly getting personal dresses without paying one cent for them, and making money in spare time.

Name_____

Address_____

City_____ State_____

Dress Size_____ Age_____

BUNK!

NOBODY IS JUST "*Naturally*" SKINNY!

Give Me 15 Minutes A Day And I'll Give YOU A NEW BODY

WOULD you believe it? *I* was once a skinny 97-pound weakling. People used to laugh at my spindly build. I was ashamed to strip for sports or for a swim. Girls snickered at me behind my back. Folks said I was just "naturally-born skinny!"

Then I discovered my marvelous new muscle-building system—"*Dynamic Tension*." And it turned me into such a *complete* specimen of MANHOOD that today I hold the title, "THE WORLD'S MOST PERFECTLY DEVELOPED MAN."

ARE YOU
Skinny and run down?
Always tired?
Nervous?
Lacking in Confidence?
Constipated?
Suffering from bad breath?
Do you want to gain weight?
WHAT TO DO ABOUT IT is told on this page!

WHAT'S MY SECRET?

When you look in the mirror and see a healthy, husky, strapping fellow smiling back at you—then you'll be astonished at how fast "*Dynamic Tension*" GETS RESULTS!

"*Dynamic Tension*" *is the easy,* NATURAL method that you can practice in the privacy of your own room—JUST 15 MINUTES EACH DAY—while your scrawny chest and shoulder muscles begin to swell . . . those spindly arms and legs of yours bulge . . . and your whole body starts to feel full of zip, ambition, self-confidence, and new energy!

"Dynamic Tension" Builds You NATURALLY

Thousands of other fellows are becoming marvelous physical specimens—my way. I give you no gadgets or contraptions to fool with. You simply utilize the dormant muscle-power in your own body. In a very short time, you'll watch it grow and multiply into real, solid, rippling, LIVE MUSCLE.

Charles Atlas

Awarded the title of "The World's Most Perfectly Developed Man" in an international contest.

FREE BOOK Mail coupon now. I'll send my illustrated book, "Everlasting Health and Strength." Tells about my "*Dynamic Tension*" *method.* Shows photos of men I've made into Atlas Champions. It's a valuable book! And it's FREE. Mail coupon to me personally. CHARLES ATLAS, Dept. 60 Q, 115 East 23rd Street, New York 10, N. Y.

CHARLES ATLAS, Dept. 60 Q
115 East 23rd Street, New York 10, N. Y.

I want the proof that your system of "*Dynamic Tension*" will help make a New Man of me give me a healthy, husky body and big muscular development. Send me your free book, "Everlasting Health and Strength."

Name ..... *Age* .....
(Please print or write plainly)

Address .....

City ..... *State* .....

New Figure Mold Hide-A-Waist

HIDE-A-WAIST Back View

17 Sensational Features

Streamline Your Waist - Hide Bulges

Say "good-bye" to that unbecoming tummy bulge and clumsy waistline . . . AND . . . instead enjoy what you need most for your figure with HIDE-A-WAIST. Wear it and presto-chango—like magic you have graceful alluring curves. The unwanted bulge is evenly and comfortably banished. There are 17 sectional features that effect flattering curves. Keeps you smoothly shapely no matter what angle . . . sit, bend, stand or walk with comfortable, even grace. The secret of glamorous, stylish, women is to look graceful and alluring with a thinned waist line.

Adjustable to TAILOR MADE FIT

The adjustable features of HIDE-A-WAIST allow you to get the custom fit perfection, comfort and attractiveness of a tailor fit. It's practically made to order for your figure. Gives you poise and posture. The 17 sections automatically mold your figure. You get the support you need with unbelievable comfort. You'll delight with what it does for you. The specially designed concave effect is a feature of note because it permits HIDE-A-WAIST to adapt itself to your own diaphragm. You've never seen anything like it. You've never enjoyed so much freedom, comfort and style in anything else you've worn. The four extra-length detachable garters complete HIDE-A-WAIST. Comfortable too, without garters.

BEAUTIFUL IN YOUR HAND EXQUISITE ON YOUR FORM

You'll marvel at the value and beauty when you see your new HIDE-A-WAIST . . . BUT . . . when you put it on and see your new self, you'll be the happiest girl in the world. You'll look as thin and graceful as a sixteen-year-old nymph. Ladies, to look smart—be smart and order your HIDE-A-WAIST now. It's new and not available in stores. Order direct without risk. You must be 100% delighted or we refund your money. Comes in sizes up to 40. The introductory price is indeed a bargain. Sizes up to 34 only $2.98, plus postage. Sizes 35 and over One Dollar extra. (50c extra for the four extra-length detachable adjustable garters.)

You will look charmingly chic in your new Hide-A-Waist. Your stylish waistline will add new glamour to your favorite frock . . . you will walk with an "air" of satisfaction and poise.

ONLY

$1.98

2 for $5.85

FEATURES Galore

17 Sectional Features . . . Streamline Waistline . . . Adjustable . . . Washable — made of Leno Lastex, satin-faced rayon. Fully guaranteed. Lightweight. Cool — Ventilated. Will not wrinkle or ride up. Sizes 24 to 40.

NOTE Fashion has emphasized the streamlined waist. Be up to the minute when you parade your pretty self . . . order your HIDE-A-WAIST now! Send direct to us for your HIDE-A-WAIST today. Wear it 10 days FREE and, if not delighted, return for refund. Act at once, while this introductory offer is open. Just fill in coupon and drop it in the mail. We ship C.O.D. plus postage. But hurry coupon.

10 DAY TRIAL *FREE*

S. J. Wegman Co., Dept. A 444
836 Broadway, New York 3, N. Y.

Rush my new HIDE-A-WAIST three-in-one at once. If I am not thrillingly satisfied I will return it after 10-day FREE trial for prompt refund of full purchase price.

Size..... (waist size in inches).

Also send..... sets of extra-length detachable and adjustable garters at only 50c for set of four.

☐ Send C.O.D. I will pay postman on delivery plus few cents postage.

☐ I enclose payment. The S. J. Wegman Co. will pay postage.

NAME.....

ADDRESS.....

MAIL COUPON NOW